

**Form ADV Part 2B - Brochure Supplement  
Item 1: Cover Page  
March 2024**

**Robert Keenan Gustafson**

**Triton Financial Group, Inc.  
61 Florence Street  
Marlborough, MA 01752  
508-480-8383**

**Firm Contact:  
Robert Gustafson, Chief Compliance Officer**

**Firm Website Address:  
[www.TritonFinancialGroup.com](http://www.TritonFinancialGroup.com)**

**This brochure supplement provides information about Mr. Gustafson that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Gustafson if you did not receive Triton Financial Group, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. Gustafson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2: Educational Background & Business Experience

### **Robert Gustafson, CFP®**

Born 1967

#### Business Experience

02/2008 – Present: Triton Financial Group, Inc., President

07/1995 – 02/2008: R.K. Gustafson Financial, President

12/2001 – 09/2011: Source Capital Group, Registered Representative

#### Education

1989 – University of Massachusetts, Amherst, BA

#### Examinations and Professional Designations

1994 – Series 7, 63

1995 – Series 65

2005 – Series 24

2003 – CFP®

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to your evaluation of Mr. Gustafson.

### **Item 4: Other Business Activities**

Mr. Gustafson owns Advisors Choice Insurance Agency Inc. and is licensed to sell life, accident and health insurance as well as property casualty and life settlement. He may receive normal commissions for insurance sales in his separate role as an insurance agent/broker which may make up 10% of his total compensation.

Mr. Gustafson is a Principal Business Consultant and founder of Triton Business Advisors, Inc. In this capacity, he may also provide business consulting services and earn revenue from these consulting engagements. These services are independent of our financial planning and investment advisory services and are governed under a separate engagement agreement. Clients of our firm are under no obligation to utilize such services and should understand that the receipt of this compensation creates a financial conflict of interest. Mr. Gustafson will only recommend these services when he deems them to be in the client’s best interest.

Mr. Gustafson is a licensed real estate agent. As a result, he may receive customary fees associated with real estate transactions. These services are independent of our advisory services and are governed under a separate engagement agreement. Clients are under no obligation to utilize this service.

### **Item 5: Additional Compensation**

Mr. Gustafson does not receive any additional compensation of economic benefit outside of his regular salary, such as any sales awards or other prizes.

## **Item 6: Supervision**

Robert Gustafson is the President and Chief Compliance Officer and as such has no internal supervision placed over him. He is however bound by our firm's Code of Ethics. If you have any questions regarding this Brochure Supplement, please contact Mr. Gustafson at 508-480-8383.