



Clarity Financial[™]
Advisors

Robert “Robb” Hamm

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Form ADV Part 2B Supplement

October 1, 2024

This Brochure Supplement provides information about *Robert “Robb” Hamm* that supplements the Strategic Blueprint, LLC ADV Part 2A Disclosure Brochure (“Brochure”). You should have received a copy of that Brochure. Please contact Strategic Blueprint at (678)954-4130 if you did not receive the Brochure or if you have any questions about the contents of this supplement.

Additional information about *Robb Hamm* (CRD No. 6518283) is available on the SEC’s website at www.adviserinfo.sec.gov.

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ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Robert “Robb” Hamm

Year of Birth: 1980

Education:

- Brigham Young University – Idaho; Bachelor of Science; 2004 – 2007

Securities Exams:

- Series 7 – General Securities Representative
- Series 66 – Registered Agent and Investment Adviser Representative

Business Background:

- **Strategic Blueprint, LLC**; Investment Adviser Representative; 2024 – Present
- **The Strategic Financial Alliance, Inc.**; Registered Representative; 2024 – Present
- **Retirement Planning Partners Inc. dba Clarity Financial Advisors**; Owner; 2023 – Present
- **Retirement Planning Group Inc. dba Clarity Financial Advisors**; Financial Advisor; 2015 – 2023
- **Triad Hybrid Solutions, LLC**; Investment Adviser Representative; 2016 – 2024
- **Triad Advisors, LLC**; Registered Representative; 2016 – 2024

ITEM 3 –DISCIPLINARY INFORMATION

Mr. Hamm has not been the subject of any civil, criminal or regulatory action or disciplinary event that would be material to a client’s evaluation of Mr. Hamm.

Additional information is available at www.brokercheck.finra.org.

ITEM 4 – OTHER BUSINESS ACTIVITIES

Mr. Hamm markets his financial services business as *Clarity Financial Advisors*. This company is not otherwise affiliated with Strategic Blueprint, LLC.

Mr. Hamm is a registered representative of The Strategic Financial Alliance, Inc. (“SFA”), member FINRA/SIPC. SFA and Strategic Blueprint are affiliated through common ownership. *Clarity Financial Advisors* is not affiliated with SFA or Strategic Blueprint.

Mr. Hamm is also a licensed insurance agent, offering insurance products and services through unaffiliated insurance companies.

ITEM 5 – ADDITIONAL COMPENSATION

As a registered representative and licensed insurance agent, Mr. Hamm earns commissions or other compensation from the sale of securities and insurance products and services. If you choose to implement your financial plan through SFA, Mr. Hamm will receive compensation in addition to sharing in the advisory fees you pay for the financial plan. Please refer to SFA's Form CRS for more information about the services offered through SFA.

When Mr. Hamm recommends third party asset managers ("TPAM") to manage all or a part of your portfolio, he and Strategic Blueprint will receive a portion of the advisory fees paid to the TPAM. This compensation will be disclosed in the Promoter's Disclosure Statement.

Strategic Blueprint and SFA provide various benefits and/or payments to financial advisors when they affiliate as an advisory representative or as a registered representative, respectively. These benefits are intended to assist with the costs associated with transition. Payments to Mr. Hamm include a forgivable loan. This loan presents a conflict of interest in that Mr. Hamm has a financial incentive to recommend that his clients transfer their accounts and use the products and services of Strategic Blueprint and SFA.

Mr. Hamm will earn options to purchase shares of SFA Holdings, Inc. ("SFAH"), the parent company of Strategic Blueprint. The number of options is based on the revenue Mr. Hamm generates through the SFAH affiliated companies, including Strategic Blueprint. The value of these options increases as the profits of the SFAH companies increase.

Mr. Hamm may receive benefits such as assistance with marketing and client education from product sponsors. When he participates in SFA and Strategic Blueprint sponsored conferences, he will receive non-cash compensation in the form of travel expenses, meals and other services based on the amount of commissions and compensation he has earned through the SFA and Strategic Blueprint.

As your Advisory Representative, Mr. Hamm undertakes to put your interests first at all times. While any form of compensation can create a conflict of interest and an incentive to recommend investment products based on that compensation, Mr. Hamm addresses potential conflicts by making recommendations based on your expressed objectives, risk tolerance, and financial profile. He will explain the compensation, fees, expenses, benefits, and risks associated with the strategies and products he recommends.

You are not obligated to purchase products through Mr. Hamm in his capacity as a registered representative and licensed insurance agent. You are not obligated to use the services of *Clarity Financial Advisors*.

ITEM 6 – SUPERVISION

The advisory activities of Mr. Hamm conducted through Strategic Blueprint are supervised by David Schroll, who may be reached at (678) 954-4015. Additionally, you may contact the Strategic Blueprint Compliance Department at (678) 954-4130.

Mr. Hamm is required to adhere to our processes and procedures as described in our firm's *Code of Ethics* and *Compliance Procedures*. The advisory activities are monitored on a periodic and on-going basis by reviewing areas including, but not limited to, the following:

- Account opening documentation;
- Account transactions;
- Custodial information to assess account activity;
- Evidence that your financial situation, objectives, and individual investment needs are reviewed no less than annually;
- Client communications, including e-mail; and
- The registered representative's personal securities transactions.

Mr. Hamm offers the following advisory services through Strategic Blueprint, LLC:

- Financial Planning
- Financial Consulting
- Portfolio Management
- Third-Party Investment Management