

***Cover Page***



**JAY WILLIAM COHEN, CFP®**

**Monterey Financial Partners, Inc.  
DBA: Monterey Wealth  
200 Ashford Center North, Suite 310  
Atlanta, Georgia 30338**

**Phone: (404) 201-2284**

**May 25, 2022**

**FORM ADV PART 2  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Jay William Cohen that supplements the Monterey Wealth brochure. You should have received a copy of that brochure. Please contact Jay William Cohen if you did not receive a copy of the Monterey Wealth's brochure or if you have questions about this supplement. Mr. Cohen's CRD number is 4470591.**

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

***Educational Background and Business Experience***

Jay William Cohen, CFP®  
President / CCO  
Year of Birth: 1968

**Educational Background:**

University of Texas, Master's Public Account, Graduated: 1993

University of Alabama, Bachelor of Science in Accounting, Graduated: 1991

**Business Experience:**

Monterey Wealth, President / CCO, May 2020 - Present

LPL Financial LLC, Investment Advisor / Registered Representative, September 2005 – May 2020

**Relevant Designations:**

CERTIFIED FINANCIAL PLANNER™ Practitioner (CFP®)

This program is sponsored by the CFP Board of Standards. Before applying for the CFP® Certification Examination, you need to meet the six course education requirements (or their equivalent) as set by CFP Board as well as a financial plan development course registered with CFP Board. Additionally, a bachelor's degree (or higher), or its equivalent, in any discipline, from an accredited college or university is required to attain CFP® certification. Additional requirements include successful completion of the CFP® Certification Examination, which tests your ability to apply your financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions. Because of the integrated nature of financial planning, however, each session may cover all topic areas (personal financial planning, risk management, income taxes, investments, retirement planning, and estate planning). In addition to the education requirements, there is an experience requirement, which is currently at least three years of qualifying full-time work experience in personal financial planning. There are additional requirements for candidates and registrants to pass Fitness Standards and a Background Check and to agree to abide by CFP Board's Code of Ethics and Professional Responsibility, Rules of Conduct and Financial Planning Practice Standards. Certificants must continue to meet continuing education requirements which presently include obtaining 30 hours of continuing education in selected subjects every two calendar years, including a two-hour CFP Ethics course. For more details, see [www.cfp.net](http://www.cfp.net).

***Disciplinary Information***

Mr. Cohen does not have any reportable disciplinary disclosures.

Form ADV, Part 2B, Item 4

***Other Business Activities***

Jay William Cohen has a financial industry affiliated business as an independent insurance agent. Not more than 30% of his time is spent on these activities. From time to time, he offers clients advice or products from those activities. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products.

These practices represent a conflict of interest because it gives Mr. Cohen an incentive to recommend products based on the commission amount received. This conflict is mitigated by the fact that Mr. Cohen has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Mr. Cohen is also Chair of the Investment Committee on the Endowment Board of the Epstein School, and a Member of Investment Sub-Committee of the Endowment Committee, as well as a Member of the Endowment Committee, for Temple Sinai.

Form ADV, Part 2B, Item 5

***Additional Compensation***

Jay William Cohen does not receive an economic benefit for providing advisory services to anyone who is not a client.

Form ADV, Part 2B, Item 6

***Supervision***

Monterey Wealth has written supervisory procedures in place that are reasonably designed to detect and prevent violations of the securities laws, rules, and regulations of the U.S. Securities and Exchange Commission.

Mr. Cohen is Monterey Wealth's Chief Compliance Officer and therefore responsible for all of the activities that occur on behalf of the firm and its clients. Mr. Cohen can be reached at (404) 201-2284.

Form ADV, Part 2B, Item 7

***Requirements for State-Registered Advisers***

This section is not applicable as Monterey Wealth is SEC registered and not state registered.