



Form ADV Part 2B

March 2026




Item 1 - Cover Page

JAMES COLE ALFONSO

Good Steward Wealth Advisers
doing business as Ellis Financial Planning

 2681 Townsend Ct.
Clarksville, TN 37043

 +931-905-0050

 james@retireconfident.com

 www.ellisfinancialplanning.com

Item 2 - Educational Background & Business Experience

James Cole Alfonso
Year of Birth: 1983



Bachelor of Arts in Organizational
Communication, Middle Tennessee State
University
MAY 2007



Ellis Financial Planning
Investment Adviser Representative
OCT. 2024 - PRESENT

Raymond James Financial Services, Inc.
Client Service Manager
APR. 2024 - OCT. 2024

RBC Capital Markets, LLC
Registered Client Associate
NOV. 2017 - APR. 2024

UBS Financial Services Inc.
Registered Client Associate
OCT. 2014 - NOV. 2017

This brochure supplement provides information about James Cole Alfonso (CRD #5985662) as a supplement to the Good Steward Wealth Advisers disclosure brochure. You should have received a copy of the Good Steward Wealth Advisers disclosure brochure that describes the financial planning services and asset management services offered through Good Steward Wealth Advisers, a registered investment adviser registered with the U.S. Securities and Exchange Commission.

Please contact Good Steward Wealth Advisers at the telephone listed here if you did not receive the Good Steward Wealth Advisor's brochure or if you have any questions about the contents of the supplement. Additional information about Kathy Barlar Ellis is available on the SEC's website at www.adviserinfo.sec.gov.

Item 3 - Disciplinary Information

Mr. Alfonso has no legal or disciplinary events required to be disclosed in response to this item. There may be items that are contained on brokercheck.finra.org or www.adviserinfo.sec.gov that you may wish to review and consider in your evaluation of your advisor's background.

Item 4 - Other Business Activities

None

Item 5 - Additional Compensation

Your adviser has no additional compensation.

Item 6 - Supervision

Good Steward Wealth Advisors, LLC. maintains a supervisory structure and system reasonably designed to prevent violations of the Investment Advisors Act of 1940. Your financial advisor's securities-related activities are supervised by an individual registered as a principal in accordance with FINRA and SEC regulations. In addition, compliance staff uses tools that monitor the advisory services provided by your financial advisor, for example, with respect to asset allocation, concentration, and account activity. Sonia Goforth, Chief Compliance Officer at Good Steward Wealth Advisors, is responsible for administering the Good Steward Advisors policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. Contact Sonia Goforth at 502-540-2593.



ELLIS FINANCIAL PLANNING