CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

In the Matter of Devon DeVon Freeman, Respondent.	CFP Board Case No. 2023-64849 November 11, 2025

ORDER

On August 20, 2025, Enforcement Counsel for Certified Financial Planner Board of Standards, Inc. ("CFP Board") filed a motion under Article 4.2 of CFP Board's *Procedural Rules* ("Motion") requesting that counsel for CFP Board's Disciplinary and Ethics Commission ("DEC Counsel") issue an Administrative Order that permanently revokes Respondent's CFP® certification.[1] No hearing on the Motion was requested (Motion at 2), and Respondent did not file a response to the Motion.

For the reasons stated below, the Motion is **GRANTED**.

I. BACKGROUND

Respondent became a CFP® professional on January 15, 2020, and has been certified since that date. (Motion, Ex. 1 at 2.)

A. Complaint

On February 24, 2025, Enforcement Counsel filed a Complaint against Respondent with the Disciplinary and Ethics Commission alleging the following:

> On February 10, 2023, Respondent was permitted to resign from his insurance brokerage firm while under internal review for allegedly placing client signatures on fixed and variable life insurance policy application documents. On June 26, 2023, the Kentucky Department of Insurance issued Respondent an Order of Revocation after he failed to respond to three letters from Kentucky in connection to the circumstances of his voluntary resignation. On January 27, 2025, Respondent entered into a Letter of Acceptance, Waiver and Consent ("AWC") with FINRA, in which FINRA found that:
>
> a. Between April and December 2022, Respondent forged 21 signatures of four customers on variable insurance applications and other documents, violating FINRA Rule 2010. In December 2022, Respondent backdated one of those variable insurance applications. Additionally, ,

[1] Enforcement Counsel certified in its Motion that it had tried to meet and confer with Respondent by email on May 13, 2025, in a good faith effort to resolve or narrow the issues but Respondent did not respond. (Motion at 1, 2; Motion, Ex. at 84.)

b. In addition, from July 2015 to February 2023, Respondent used his personal cell phone to exchange text messages with customers about securities business without his firm's permission or knowledge and without providing copies of the communications to his firm. By causing his firm to fail to retain his securities-related text messages, Respondent violated FINRA Rules 4511 and 2010.

FINRA imposed an 8-month suspension from associating with any FINRA member in all capacities and a $10,000 fine.

(*Id.* at 50-55.)

Enforcement Counsel asserts that Respondent's alleged conduct violated Standard A.8 of CFP Board's *Code of Ethics and Standards of Conduct*, which requires a CFP® professional to comply with the laws, rules, and regulations governing professional services. (*Id.* at 54; Motion at 3.)

Enforcement Counsel initially delivered the Complaint to Respondent on February 24, 2025. (Motion Ex. at 57-59.) After Respondent asserted that he had not received the Complaint, Enforcement Counsel re-filed and re-delivered it to Respondent on April 9, 2025, and, as a courtesy, sent it again on April 22, 2025. (*Id.* at 76-77, 80, 81-83.) Respondent confirmed his receipt of the Complaint on April 9, 2025, but ceased communicating with Enforcement Counsel after April 22, 2025. (*Id.* at 78, 81.)

Under Article 3.2 of the *Procedural Rules*, Respondent was required to file an answer to the Complaint no later than May 9, 2025. (*Id.* at 61.) DEC Counsel has no record that Respondent filed an answer.

B. Motion

Enforcement Counsel states in its Motion that Respondent is in default under Article 4.1.e of the *Procedural Rules* because he failed to file an answer in accordance with Article 3.2. (Motion at 1, 2.)

Enforcement Counsel states that it has determined that the seriousness, scope, and harmfulness of Respondent's conduct alleged in the Complaint warrants an Administrative Order imposing a Revocation against Respondent. (*Id.* at 1, 3.)

II. DISCUSSION

If Respondent fails to file an answer to a complaint in accordance with Article 3.2 of the *Procedural Rules*, then Respondent is in default under Article 4.1.e. Enforcement Counsel's Motion states with reasonable particularity the grounds for Respondent's default, as required by Article 4.2 of the *Procedural Rules*. Respondent failed to file an answer to the Complaint against him by the May 9, 2025 deadline as required by Article 3.2.

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Enforcement Counsel filed the Motion based on its determination of the seriousness, scope, and harmfulness of Respondent's conduct, as required under Article 4.2 of the *Procedural Rules*.

III. CONCLUSION

DEC Counsel **GRANTS** the Motion and issues this **Administrative Order of Revocation** against Respondent ("Order"). This Order terminates Respondent's CFP Board Certification and Trademark License and permanently prohibits Respondent from applying for or obtaining CFP Board certification.

IV. COMPLIANCE WITH ORDER

Under Article 11.2 of the *Procedural Rules*, Respondent is required to submit to Enforcement Counsel, within 45 calendar days of issuance of this Order, or by **December 26, 2025**, written evidence that Respondent:

- **Has advised Respondent's Firm(s)**, in writing, of this Order in the manner set forth in Standard D.3 of the *Code and Standards*; and

- **Has advised all Clients**[2] of this Order and provided all Clients the location of CFP Board's website that sets forth Respondent's disciplinary history in the manner set forth in Standard A.10 of the *Code and Standards* (*see* http://www.cfp.net/verify).

Under Article 11.3 of the *Procedural Rules*, Respondent is required to submit to Enforcement Counsel, within 45 calendar days of issuance of this Order, or by **December 26, 2025**, Respondent's statement of assurance that Respondent will not use the CFP Board certification marks and proof that Respondent has removed the CFP Board certification marks from all internet sites or other tangible materials that Respondent exposes to the public, including screenshots of the businesses, social media, and third-party financial advisor listing website profiles that Respondent controls, pictures of signage, and when applicable, copies of Respondent's business cards, letterhead, and marketing and promotional materials, as well as pictures of any other materials Respondent controls in which the CFP Board certification marks previously appeared publicly in reference to Respondent or Respondent's services. Failure to do so may result in further disciplinary or legal action regarding the unauthorized use of the CFP Board certification marks.

SO ORDERED

Counsel to the Disciplinary and Ethics Commission
Date: November 11, 2025

[2] Respondent must notify all Clients as the term "Client" is defined in the Glossary to CFP Board's *Code and Standards*, available at https://www.cfp.net/ethics/code-of-ethics-and-standards-of-conduct.