



RS

17009227

Washington, D.C. 20549

MISSION

SEC

Mail Processing Section

OMB APPROVAL	
OMB Number:	3235-0123
Expires:	May 31, 2017
Estimated average burden hours per response.....	12.00

ANNUAL AUDITED REPORT
FORM X-17A-5
PART III

MAR 01 2017

SEC FILE NUMBER
8-51513

Washington DC

FACING PAGE

416

Information Required of Brokers and Dealers Pursuant to Section 17 of the Securities Exchange Act of 1934 and Rule 17a-5 Thereunder

REPORT FOR THE PERIOD BEGINNING 01/01/16 AND ENDING 12/31/16
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: *Support Services Financial Advisors, Inc. dba. CHA Financial Advisors*

OFFICIAL USE ONLY
FIRM I.D. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)
 7335 E Orchard Road, Suite 200

(No. and Street) Greenwood Village, CO 80111
(City) (State) (Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT
 MICHAEL J SCOTT (720) 330-6023
(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

BKD, LLP

(Name - if individual, state last, first, middle name)
1700 Lincoln Street, Suite 1400 Denver CO 80203
(Address) (City) (State) (Zip Code)

CHECK ONE:

- Certified Public Accountant
- Public Accountant
- Accountant not resident in United States or any of its possessions.

FOR OFFICIAL USE ONLY

*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

59

Jaw

OATH OR AFFIRMATION

I, Michael J Scott, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Support Services Financial Advisors, Inc. dba CHA Financial Advisors, as of February 27, 2017, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

Handwritten signature of Michael J Scott

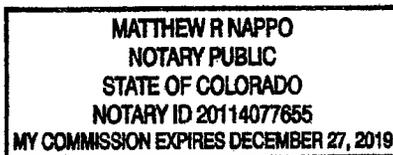
Signature

President

Title

Handwritten signature of Notary Public

Notary Public



This report ** contains (check all applicable boxes):

- (a) Facing Page.
(b) Statement of Financial Condition.
(c) Statement of Income (Loss).
(d) Statement of Changes in Financial Condition.
(e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital.
(f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
(g) Computation of Net Capital.
(h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
(i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3.
(j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
(k) A Reconciliation between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
(l) An Oath or Affirmation.
(m) A copy of the SIPC Supplemental Report.
(n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.

**For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).

**SUPPORT SERVICES FINANCIAL ADVISORS, INC.
dba CHA FINANCIAL ADVISORS, INC.**

**Statements of Financial Condition and
Report of Independent Registered Accounting Firm
As of December 31, 2016 and 2015**

**SUPPORT SERVICES FINANCIAL ADVISORS, INC.
dba CHA FINANCIAL ADVISORS, INC.
DECEMBER 31, 2016 AND 2015**

CONTENTS

Report of Independent Registered Public Accounting Firm	1
Financial Statements	
Statements of Financial Condition	2
Notes to Financial Statements	3

Report of Independent Registered Public Accounting Firm

Board of Directors
Support Services Financial Advisors, Inc.
d/b/a CHA Financial Advisors, Inc.
Greenwood Village, Colorado

We have audited the accompanying statements of financial condition of Support Services Financial Advisors, Inc. d/b/a CHA Financial Advisors, Inc. (the Company) as of December 31, 2016 and 2015. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the statements of financial condition are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the statement of financial position. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall statement of financial position presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the statements of financial condition referred to above present fairly, in all material respects, the financial position of the Company as of December 31, 2016 and 2015, in accordance with accounting principles generally accepted in the United States of America.

BKD, LLP

Denver, Colorado
February 27, 2017

SUPPORT SERVICES FINANCIAL ADVISORS, INC.
dba CHA FINANCIAL ADVISORS, INC.

Statements of Financial Condition
As of December 31, 2016 and 2015

Page 2

ASSETS	<u>2016</u>	<u>2015</u>
Cash and cash equivalents	\$ 55,646	\$ 106,014
Trade accounts receivable	31,194	62,613
Receivable from related parties	9,936	0
Prepaid expenses	5,271	15,658
Deferred tax asset	1,930	1,993
TOTAL ASSETS	<u>\$ 103,977</u>	<u>\$ 186,278</u>
 LIABILITIES AND STOCKHOLDER'S EQUITY		
Liabilities:		
Accounts payable	\$ 2,574	\$ 1,520
Payable to related parties	128	12,427
Accrued expenses	23,137	33,751
Total Liabilities	<u>25,839</u>	<u>47,698</u>
Stockholder's Equity:		
Common Stock	5,000	5,000
Paid-in capital	81,893	81,893
Retained earnings (deficit)	(8,755)	51,687
Total Stockholder's Equity	<u>75,138</u>	<u>138,580</u>
TOTAL LIABILITIES AND STOCKHOLDER'S EQUITY	<u>\$ 103,977</u>	<u>\$ 186,278</u>

The accompanying notes are an integral part of the financial statements.

**SUPPORT SERVICES FINANCIAL ADVISORS, INC.
dba CHA FINANCIAL ADVISORS, INC.**

Notes to Financial Statements
For the Years Ended December 31, 2016 and 2015

Page 3

(1) Nature of Company

Support Services Financial Advisors, Inc. dba CHA Financial Advisors, Inc. ("SSFA") is a Colorado Corporation that primarily markets and services retirement programs to health care providers. SSFA is registered with the Securities and Exchange Commission (SEC) and is a member of the Financial Industry Regulatory Authority (FINRA). SSFA operates pursuant to SEC Rule 15c3-3(k)(1) limiting its broker-dealer business to the distribution of variable life insurance or annuities, including the sub-accounts thereof, as well as, mutual funds sold within 401(a), 403(b), 401(k), and 457 retirement plans. SSFA is a wholly-owned subsidiary of Support Services, Inc. dba CHA Shared Services, Inc. (SSI) which is a subsidiary of the Colorado Hospital Association, a non-profit organization.

(2) Summary of Significant Accounting Policies

Basis of Accounting

The financial statements of SSFA have been prepared on the accrual basis.

Cash and Cash Equivalents

For purposes of the Statement of Cash Flows, SSFA considers demand deposits and short-term investments with original maturities of 90 days or less as cash and cash equivalents. At December 31, 2016 and 2015 cash equivalents consisted of money market mutual funds with a brokerage firm.

Accrued Expenses

Accrued expenses include vacation that SSFA's employees have earned but not yet taken as of year end.

Allowance for Doubtful Accounts

SSFA believes that its accounts receivable, recorded at fair value, are fully collectible. Its policy for charging off accounts receivable is when future payments thereon are determined to be improbable.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported

The accompanying notes are an integral part of the financial statements.

SUPPORT SERVICES FINANCIAL ADVISORS, INC.
dba CHA FINANCIAL ADVISORS, INC.

Notes to Financial Statements

For the Years Ended December 31, 2016 and 2015

Page 4

amounts of revenues and expenses during the reported period. Actual results could differ from those estimates.

Fair Value Measurements

The carrying amount reported in the statements of financial condition for cash, accounts receivable, prepaid expenses, accounts payable, payable to SSI, and accrued expenses, approximate fair value because of the immediate or short-term maturities of these financial instruments.

Evaluation of Subsequent Events

SSFA has performed an evaluation of subsequent events through February 27, 2017 which is the date the financial statements were issued, and has considered any relevant matters in the preparation of the financial statements and footnotes.

Income Taxes

SSFA follows *Accounting for Uncertainty in Income Taxes*, which requires SSFA to determine whether a tax position (and the related tax benefit) is more likely than not to be sustained upon examination by the applicable taxing authority, based solely on the technical merits of the position. The tax benefit to be recognized is measured as the largest amount of benefit that is greater than fifty percent likely of being realized upon settlement, presuming that the tax position is examined by the appropriate taxing authority that has full knowledge of all relevant information. During the years ended December 31, 2016 and 2015, SSFA's management evaluated its tax positions to determine the existence of uncertainties, and did not note any matters that would require recognition or which may have an effect on its tax-exempt status.

SSFA's parent company, SSI, uses the asset and liability method as identified in the *Accounting for Income Taxes* accounting standard.

SSFA is no longer subject to U.S. federal tax audits on its Form 1120 by taxing authorities for fiscal years through 2013. SSFA is no longer subject to tax audits on its Colorado Form 112 by taxing authorities for fiscal years through 2012. The years subsequent to these years contain matters that could be subject to differing interpretations of applicable tax laws and regulations. Although the outcome of tax audits is uncertain, SSFA believes no issues would arise.

SUPPORT SERVICES FINANCIAL ADVISORS, INC.
dba CHA FINANCIAL ADVISORS, INC.

Notes to Financial Statements

For the Years Ended December 31, 2016 and 2015

Page 5

Revenue Recognition

Commissions from the sale of mutual funds are recorded on the trade date basis. Commissions from the sale of insurance products are recorded when the policy holder pays the premium.

(3) Common Stock

Of its 100,000 authorized shares of \$5 par, common stock, 1,000 shares are issued, outstanding and owned by SSI.

(4) Net Capital Requirements

SSFA is subject to the SEC Uniform Net Capital Rule (SEC Rule 15c3-1), which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1 (and the rule of the "applicable" exchange also provides that equity capital may not be withdrawn or cash dividends paid if the resulting net capital ratio would exceed 10 to 1). As of December 31, 2016 and 2015, SSFA had net capital of \$51,200 and \$107,163 respectively, which was \$46,200 and \$102,163 respectively, in excess of its required net capital of \$5,000 and \$5,000, respectively. SSFA's net capital ratio was 0.50 and 0.45 to 1, as of December 31, 2016 and 2015, respectively.

(5) Deferred Tax Assets

Deferred income taxes reflect the net tax effects of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for income tax purposes. Significant components of the company's deferred tax assets as of December 31, 2016 and 2015, are as follows:

	2016	2015
Deferred tax assets:		
Accrued compensation	\$ 1,930	\$ 1,993

The accompanying notes are an integral part of the financial statements.

(6) Concentrations and Credit Risk

During the years ended December 31, 2016 and 2015, SSFA received 93% and 93% respectively, of its commissions from five and four companies, respectively.

	2016	2015
Company A	28%	20%
Company B	21%	21%
Company C	17%	14%
Company D	15%	25%
Company E	12%	13%
	93%	93%

SSFA's cash demand deposits are held at a financial institution at which deposits are insured up to \$250,000 per institution by the FDIC. As of December 31, 2016 and 2015, SSFA's deposits did not exceed this amount.

(7) Related Party Transactions

SSFA is a wholly owned subsidiary of SSI. On July 1, 2003, SSFA and SSI entered into an Assumption and Assignment Agreement under which SSI agreed to contribute all of the assets and SSFA agreed to assume all liabilities and obligations in continuing the broker-dealer and regulated insurance business ("business"). The business is operated by SSFA in substantially the same manner as was conducted by SSI. In order to realize economies of scale, on July 1, 2003, SSFA and SSI entered into an Expense Sharing Agreement whereby SSI is to provide SSFA administrative, marketing, management and technical services, as well as office space and equipment. SSFA does not have personnel but reimburses CHA as a contractor for actual personnel costs incurred by CHA on behalf of SSFA. Direct costs are either paid directly by SSFA or by reimbursement through SSI. As of December 31, 2016 and 2015, amounts payable to SSI under this arrangement were \$128 and \$12,427, respectively. Additionally, as of December 31, 2016 and 2015, amounts receivable from SSI included \$9,936 and \$0, respectively.

(8) Disclosures About Fair Value of Assets and Liabilities

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair value measurements must maximize the use of observable inputs and minimize the use of

unobservable inputs. There is a hierarchy of three levels of inputs that may be used to measure fair value:

- Level 1** Quoted prices in active markets for identical assets or liabilities
- Level 2** Observable inputs other than Level 1 prices, such as quoted prices for similar assets or liabilities; quoted prices in markets that are not active; or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities
- Level 3** Unobservable inputs supported by little or no market activity and are significant to the fair value of the assets or liabilities

Following is a description of the valuation methodologies and inputs used for assets and liabilities measured at fair value on a recurring basis and recognized in the accompanying balance sheets, as well as the general classification of such assets and liabilities pursuant to the valuation hierarchy. There have been no significant changes in the valuation techniques during the year ended December 31, 2016.

Money Market Mutual Funds

Where quoted market prices are available in an active market, securities are classified within Level 1 of the valuation hierarchy. If quoted market prices are not available, the fair values are estimated by using quoted prices of securities with similar characteristics or independent asset pricing services and pricing models, the inputs of which are market-based or independently sourced market parameters, including, but not limited to, yield curves, interest rates, volatilities, prepayments, defaults, cumulative loss projections and cash flows. Such securities are classified in Level 2 of the valuation hierarchy. In certain cases, where Level 1 or Level 2 inputs are not available, securities are classified within Level 3 of the hierarchy, and as of December 31, 2016 and 2015, SSFA had no Level 3 investments.

	Fair Value	Fair Value Measurements Using		
		Quoted Prices in Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
December 31, 2016				
Money Market Mutual Funds	\$ 25,591	\$ 25,591	\$ -	\$ -
December 31, 2015				
Money Market Mutual Funds	\$ 50,010	\$ 50,010	\$ -	\$ -