

Uniform Application for Investment Adviser Registration

OMB APPROVAL	
OMB Number:	3235-0049
Expires:	February 28, 2011
Estimated average burden hours per response. . . . .	4.07

Name of Investment Adviser: <b>Executive Financial Services, Inc.</b>				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code Telephone Number
<b>75 Searles Rd.</b>	<b>Windham</b>	<b>NH</b>	<b>03087-1201</b>	<b>(603 ) 890-9040</b>

This part of Form ADV gives information about the investment adviser and its business for the use of clients.  
The information has not been approved or verified by any governmental authority.

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(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

Potential persons who are to respond to the collection of information contained in this form  
are not required to respond unless the form displays a currently valid OMB control number.

<b>1. A. Advisory Services and Fees.</b> (check the applicable boxes)	For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)
<b>Applicant:</b>	
<input checked="" type="checkbox"/> (1) Provides investment supervisory services . . . . .	<b>75</b> %
<input type="checkbox"/> (2) Manages investment advisory accounts not involving investment supervisory services . . . . .	_____ %
<input type="checkbox"/> (3) Furnishes investment advice through consultations not included in either service described above . . . . .	_____ %
<input type="checkbox"/> (4) Issues periodicals about securities by subscription . . . . .	_____ %
<input type="checkbox"/> (5) Issues special reports about securities not included in any service described above . . . . .	_____ %
<input type="checkbox"/> (6) Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities . . . . .	_____ %
<input checked="" type="checkbox"/> (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities . . . . .	<b>25</b> %
<input type="checkbox"/> (8) Provides a timing service . . . . .	_____ %
<input type="checkbox"/> (9) Furnishes advice about securities in any manner not described above . . . . .	_____ %
(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)	
<b>B.</b> Does applicant call any of the services it checked above financial planning or some similar term? . . . . .	Yes No <input checked="" type="checkbox"/> <input type="checkbox"/>
<b>C.</b> Applicant offers investment advisory services for: (check all that apply)	
<input checked="" type="checkbox"/> (1) A percentage of assets under management	<input type="checkbox"/> (4) Subscription fees
<input type="checkbox"/> (2) Hourly charges	<input type="checkbox"/> (5) Commissions
<input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees)	<input type="checkbox"/> (6) Other
<b>D.</b> For each checked box in A above, describe on Schedule F: <ul style="list-style-type: none"><li>the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee</li><li>applicant's basic fee schedule, how fees are charged and whether its fees are negotiable</li><li>when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date</li></ul>	
<b>2. Types of Clients</b> — Applicant generally provides investment advice to: (check those that apply)	
<input checked="" type="checkbox"/> A. Individuals	<input checked="" type="checkbox"/> E. Trusts, estates, or charitable organizations
<input type="checkbox"/> B. Banks or thrift institutions	<input checked="" type="checkbox"/> F. Corporations or business entities other than those listed above
<input type="checkbox"/> C. Investment companies	<input type="checkbox"/> G. Other (describe on Schedule F)
<input checked="" type="checkbox"/> D. Pension and profit sharing plans	

**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

3.
Types of Investments.
Applicant offers advice on the following: (check those that apply)

☒
A.
Equity securities

☒
(1)
exchange-listed securities

☒
(2)
securities traded over-the-counter

☒
(3)
foreign issuers

☐
B.
Warrants

☒
C.
Corporate debt securities (other than commercial paper)

☐
D.
Commercial paper

☒
E.
Certificates of deposit

☒
F.
Municipal securities

G.
Investment company securities:

☒
(1)
variable life insurance

☒
(2)
variable annuities

☒
(3)
mutual fund shares

☒
H.
United States government securities

I.
Options contracts on:

☒
(1)
securities

☒
(2)
commodities

J.
Futures contracts on:

☐
(1)
tangibles

☐
(2)
intangibles

K.
Interests in partnerships investing in:

☒
(1)
real estate

☒
(2)
oil and gas interests

☒
(3)
other (explain on Schedule F)

☐
L.
Other (explain on Schedule F)

4.
Methods of Analysis, Sources of Information, and Investment Strategies.

A.
Applicant's security analysis methods include: (check those that apply)

(1)
☐
Charting

(2)
☒
Fundamental

(3)
☒
Technical

(4)
☒
Cyclical

(5)
☐
Other (explain on Schedule F)

B.
The main sources of information applicant uses include: (check those that apply)

(1)
☒
Financial newspapers and magazines

(2)
☐
Inspections of corporate activities

(3)
☒
Research materials prepared by others

(4)
☒
Corporate rating services

(5)
☐
Timing services

(6)
☒
Annual reports, prospectuses, filings with the Securities and Exchange Commission

(7)
☒
Company press releases

(8)
☐
Other (explain on Schedule F)

C.
The investment strategies used to implement any investment advice given to clients include: (check those that apply)

(1)
☒
Long term purchases  
(securities held at least a year)

(2)
☒
Short term purchases  
(securities sold within a year)

(3)
☐
Trading (securities sold within 30 days)

(4)
☐
Short sales

(5)
☒
Margin transactions

(6)
☐
Option writing, including covered options, uncovered options, or spreading strategies

(7)
☐
Other (explain on Schedule F)

**5. Education and Business Standards.**

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients? ..... Yes No  
☒ ☐

(If yes, describe these standards on Schedule F.)

**6. Education and Business Background.**

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- name
- formal education after high school
- year of birth
- business background for the preceding five years

**7. Other Business Activities.** (check those that apply)

- ☒ A. Applicant is actively engaged in a business other than giving investment advice.
- ☒ B. Applicant sells products or services other than investment advice to clients.
- ☐ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

**8. Other Financial Industry Activities or Affiliations.** (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
- |  |  |
|--|--|
| <input type="checkbox"/> (1) broker-dealer   | <input type="checkbox"/> (7) accounting firm                                       |
| <input checked="" type="checkbox"/> (2) investment company   | <input type="checkbox"/> (8) law firm  |
| <input type="checkbox"/> (3) other investment adviser  | <input checked="" type="checkbox"/> (9) insurance company or agency                |
| <input type="checkbox"/> (4) financial planning firm   | <input type="checkbox"/> (10) pension consultant                                   |
| <input type="checkbox"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="checkbox"/> (11) real estate broker or dealer                         |
| <input type="checkbox"/> (6) banking or thrift institution   | <input type="checkbox"/> (12) entity that creates or packages limited partnerships |

(For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest? ..... Yes No  
☐ ☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

**9. Participation or Interest in Client Transactions.**

Applicant or a related person: (check those that apply)

- ☐ A. As principal, buys securities for itself from or sells securities it owns to any client.
- ☒ B. As broker or agent effects securities transactions for compensation for any client.
- ☐ C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- ☐ D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- ☒ E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures, or disclosures are used for conflicts of interest in those transactions.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

- 10. Conditions for Managing Accounts.** Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services *and* impose a minimum dollar value of assets or other conditions for starting or maintaining an account? .....

Yes No

☒ ☐

(If yes, describe on Schedule F.)

- 11. Review of Accounts.** If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:

- A. Describe below the reviews and reviewers of the accounts. **For reviews**, include their frequency, different levels, and triggering factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

Executive Financial Services, Inc. provides reviews of a client's investment advisory account annually at a minimum. Factors that would trigger reviews more frequently than annual would include a client's change in investment objective or circumstances, or a significant economic shift that may warrant a change in investment policy. Reviews and updates of a clients financial plan are recommended to be done every three to five years or as often as a change in circumstances such as retirement, divorce, change in employment, or inheritance would warrant.

Wendell B. Stewart, III, CFP (President) and Laurie L. Stewart, CFP (Vice President) jointly review all investment advisory accounts and financial plans as a committee. The client's investment performance is to be calculated and compared to industry benchmarks for evaluation. All holdings are reviewed, and any necessary adjustments are made. Portfolios are to be rebalanced based on client's investment policy, and weightings of each asset class are to be reviewed for their appropriateness based on the current economic outlook.

- B. Describe below the nature and frequency of regular reports to clients on their accounts.

All clients holding investment advisory accounts receive quarterly performance reports prepared by Executive Financial Services, Inc. In addition, clients also receive monthly consolidated statements of account provided by Fidelity's Registered Investment Advisor Group, as well as year-end tax and cost basis accounting. Client may also access a consolidated account report which is updated daily through the Executive Financial Services, Inc. website <http://www.executivefinancial-online.com>.

In regard to financial planning services, the client receives a comprehensive written report pursuant to the completion of an initial financial plan, as well as periodic plan updates. These reports contain analysis and recommendations concerning issues such as cash flow management, net worth analysis, income tax, college and retirement planning, investment portfolio analysis, risk management, employee benefits, and estate planning.

**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

**12. Investment or Brokerage Discretion.**

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

- |  | Yes                                 | No                                  |
|--|-------------------------------------|-------------------------------------|
| (1) securities to be bought or sold? .....               | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| (2) amount of the securities to be bought or sold? ..... | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| (3) broker or dealer to be used? .....                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| (4) commission rates paid? .....                         | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

B. Does applicant or a related person suggest brokers to clients? ..... Yes ☐ No ☒

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products and research services received.

**13. Additional Compensation.**

Does the applicant or a related person have any arrangements, oral or in writing, where it:

- A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients? ..... Yes ☐ No ☒
- B. directly or indirectly compensates any person for client referrals? ..... Yes ☐ No ☒

(For each yes, describe the arrangements on Schedule F.)

**14. Balance Sheet.** Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities (unless applicant is registered or registering only with the Securities and Exchange Commission); or
  - requires prepayment of more than \$500 in fees per client and 6 or more months in advance
- Has applicant provided a Schedule G balance sheet? ..... Yes ☐ No ☒

**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: <b>Executive Financial Services, Inc.</b>		IRS Empl. Ident. No.: <b>02-0417084</b>																		
Item of Form (identify)	Answer																			
Question 1.D.	<p><b>Asset Management Services Fee Schedule:</b> Listed below is the quarterly fee (also shown as annualized) that is debited from the client's account on the first business day of each calendar quarter in advance, based on the aggregate market value of all accounts under management at <i>Fidelity</i> as of the last business day of the preceding quarter. The quarterly fee is prorated during the initial quarter as well as for additional deposits made – considering the number of days remaining in that quarter. Withdrawals made from the account during any quarter will not be entitled to a refund or credit.</p> <p>All accounts held at <i>Fidelity, Ameritas Direct, and American Funds "College America" 529 Plan</i> are aggregated to reach the breakpoints listed below:</p> <table><thead><tr><th><u>Account Size</u></th><th><u>Annualized Fee</u></th><th><u>Quarterly Fee</u></th></tr></thead><tbody><tr><td>Under \$100,000</td><td>1.50%</td><td>.375%</td></tr><tr><td>\$100,000 - \$249,999</td><td>1.25%</td><td>.3125%</td></tr><tr><td>\$250,000 - \$999,999</td><td>1.00%</td><td>.25%</td></tr><tr><td>\$1,000,000 - \$1,999,999</td><td>0.85%</td><td>.2125%</td></tr><tr><td>\$2,000,000 or more</td><td>0.50%</td><td>.125%</td></tr></tbody></table> <p><b>Financial Planning Services Fee Schedule:</b> Executive Financial Services, Inc.provides comprehensive financial plans to clients with minimum investable assets of \$250,000 who shall retain EFS's Asset Management Services for a fixed fee, which is currently set at \$750 for a full comprehensive plan (where estimated time involved in analysis, preparation, and client meetings equal or exceed 15 hours), or \$500 for a mini-plan with estimated preparation and presentation time to be under 15 hours. Plan update fees are set at \$500, but are waived for clients receiving asset management services listed above. Clients who do not retain EFS for asset management services will be charged the fee for the former minimum \$100,000 account in addition to the fixed fee schedule listed above. In this case the fixed fee will be \$2,000 for a comprehensive plan and \$1,750 for a mini-plan. One-half of the financial planning fee is due at the conclusion of the fact finding meeting, and the balance due upon presentation.</p> <p><b>Refund Policy:</b> Either EFS or the client may terminate this agreement at any time by written request. All deposits received by EFS will be refunded upon written request if received within the first 5 business days following the initial fact-gathering meeting. After 5 days, any unearned fees will be prorated and refunded promptly.</p>		<u>Account Size</u>	<u>Annualized Fee</u>	<u>Quarterly Fee</u>	Under \$100,000	1.50%	.375%	\$100,000 - \$249,999	1.25%	.3125%	\$250,000 - \$999,999	1.00%	.25%	\$1,000,000 - \$1,999,999	0.85%	.2125%	\$2,000,000 or more	0.50%	.125%
<u>Account Size</u>	<u>Annualized Fee</u>	<u>Quarterly Fee</u>																		
Under \$100,000	1.50%	.375%																		
\$100,000 - \$249,999	1.25%	.3125%																		
\$250,000 - \$999,999	1.00%	.25%																		
\$1,000,000 - \$1,999,999	0.85%	.2125%																		
\$2,000,000 or more	0.50%	.125%																		
Question 3.K.(3)	<p><b>Types of Investments:</b> In addition to the securities listed in question 3.K., Executive Financial Services, Inc. also provides investment advice concerning partnerships investing in equipment leasing, cable TV, and other limited partnerships that may be owned by the client.</p>																			
Question 5.	<p><b>Education Requirements:</b> All professionals employed by Executive Financial Services, Inc. who provide investment advice to clients are required to have successfully completed a course of study leading to the conferment of the CFP (Certified Financial Planner) mark, as well as at least 5 years experience in the financial planning/investment advisory field.</p>																			

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: <b>Executive Financial Services, Inc.</b>		IRS Empl. Ident. No.: <b>02-0417084</b>
Item of Form (identify)	Answer	
Question 6.	<p><b>Business Standards:</b> Executive Financial Services, Inc. maintains a code of ethics and personal trading policy that must be adhered to be all employees providing investment advice and portfolio management services to clients. A summary description of this policy is available by written or verbal request by a client</p>	
	<p><b>Education and Business Background:</b></p> <p><b>Wendell B. Stewart, III</b> (DOB 9/03/1957) graduated cum laude from the Boston University School of Management May, 1980. He was awarded the Chartered Financial Consultant (ChFC) designation in February, 1989 and the Chartered Life Underwriter (CLU) designation in May, 1989 by the American College, Bryn Mawr, PA. Completed courses of study to acheive these professional designations include: financial services environment, financial accounting, life insurance, investment planning, income taxation, employee benefits, estate planning, planning for business owners and professionals, wealth accumulation planning, financial system economics, financial planning applications, and life insurance law. He was awarded the CFP (Certified Financial Planner) mark by the CFP Board in August 1993, and was admitted to the Registry of Financial Planning Practitioners in July, 1993.</p> <p>Professional licenses include NASD Series 7 (general securities), Series 24 (general securities principal), Series 63, life, health, and property and casualty insurance. His career in the financial services industry began as an agent with New York Life in October 1983. He formed Executive Financial Services, Inc. in December 1987 as an independent fee-based financial planning and investment advisory practice, and registered as an investment advisor with the Securities and Exchange Commission and the State of New Hampshire Office of Securities Regulation. Effective August 2005 all NASD licenses have been terminated, and EFS and it's principals conduct all securities transactions on a fee-only basis.</p> <p><b>Laurie L. Stewart</b> (DOB 2/04/1957) graduated cum laude from the Boston University School of Management in May, 1980. She was awarded the Certified Financial Planner (CFP) mark by the CFP Board in June, 1990. Completed courses of study through the College for Financial Planning, Denver, CO include introduction to financial planning, risk management, investment planning, income tax planning, employee benefits, and estate planning.</p> <p>Professional licenses include NASD Series 6, 22, and 63, life, health, and property and casualty insurance. She is a founding partner of Executive Financial Services, Inc. and serves as Vice President.</p>	
Question 7.A.B.	<p><b>Other Business Activities:</b> As a comprehensive financial planning practice, Executive Financial Services, Inc. offers advice regarding a wide range of financial concerns in addition to investment advice including but not limited to cash flow and debt management, income tax planning, risk management, employee benefits, and estate planning.</p>	



(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: <b>Executive Financial Services, Inc.</b>		IRS Empl. Ident. No.: <b>02-0417084</b>
Item of Form (identify)	Answer	
<b>Question 8.C.(1),(2)</b>	<b>Other Financial Industry Activities or Affiliations:</b> All fee-based investment advisory accounts that are managed by Executive Financial Services, Inc. are held at Fidelity Institutional Wealth Services. Clearing, custody, or other brokerage services may be provided by National Financial Services LLC, or Fidelity Brokerage Services, LLC, Members NYSE, SIPC.	
<b>Question 8.C.(9)</b>	<p>In addition to the independent contractor relationships with the companies listed above, the principals maintain independent relationships with numerous insurance companies (including but not limited to Protective Life, Ameritas Life Insurance Corp., Allianz Life, American Skandia, Genworth Financial, Provident Unum, and Pacific Life) for the purpose of assisting clients with full implementation and monitoring of their financial plan.</p> <p>Executive Financial Services, Inc. is a full service financial planning practice offering fee-based financial planning and investment advisory services. Additionally, the principals maintain the relationships listed above in order to offer insurance products. The client is free to transact asset management services, securities, or insurance purchases through Executive Financial Services, Inc. and its' principals or the broker or financial institution of their choice.</p>	
<b>Question 9.B.E.</b>	<b>Participation or Interest in Client Transactions:</b> Executive Financial Services, Inc. receives fees for investment advisory and financial planning services in accordance with the fee schedule disclosed in Question 1. D. The principals may also receive commissions in conjunction with insurance purchases made as disclosed in Question 8. C (9). Any potential conflict of interest is fully disclosed in the form ADV Part II, as well as the Financial Planning Service Agreement, and the Agreement For Asset Management Services which are signed by the client. It is also common that Executive Financial Services, Inc. and its' principals may purchase similar securities for their own account as is recommended to clients. Under no circumstances will any securities from these accounts be sold to a client.	
<b>Question 10</b>	<b>Conditions for Managing Accounts:</b> Financial planning and investment advisory services are offered to clients with minimum investable assets of \$100,000.	
<b>Question 12.A.(1),(2)</b>	<b>Investment or Brokerage Discretion:</b> When retained for asset management services, the client agrees to provide Executive Financial Services, Inc.with limited trading authorization, which includes the ability to determine the quantity and specific securities to be bought or sold, as well as the ability to deduct quarterly advisory fees as outlined in Question 1.D. and the Agreement for Asset Management Services which is signed by the client. As a general policy, all purchases and sales are reviewed with the client prior to transacting unless the client indicates otherwise. Executive Financial Services, Inc. is granted the authority to provide for cash liquidations to the client, but under no circumstances may take any withdrawals from the clients account other than the deductions for quarterly fees as agreed upon with the client.	

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: <b>Executive Financial Services, Inc.</b>		IRS Empl. Ident. No.: <b>02-0417084</b>
Item of Form (identify)	Answer	