

FORM ADV**Uniform Application for Investment Adviser Registration****Part II - Page 1****OMB APPROVAL**

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Name of Investment Adviser: Amicus Financial Advisors, LLP						
Address:	(Number and Street)	(City)	(State)	(Zip Code)	Area Code:	Telephone Number:
	4202 98th Street, Suite 104	Lubbock	TX	79423	(806)	698-1122

**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 government authority.**

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(Schedule 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.

Applicant: Amicus Financial Advisors, LLP

SEC File Number:

801- 68996

Date:

03/09/2010

1. A. Advisory Services and Fees. (check the applicable boxes)

For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)

Applicant:

- | | | | | |
|-------------------------------------|-----|--|----|---|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services | 50 | % |
| <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... | 50 | % |
| <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. 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"/>

C. 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 checked="" 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 |

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- 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

2. Types of clients - 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)

- | | |
|--|--|
| <input checked="" type="checkbox"/> A. Equity securities | <input checked="" type="checkbox"/> H. United States government securities |
| <input checked="" type="checkbox"/> (1) exchange-listed securities | <input type="checkbox"/> I. Options contracts on: |
| <input checked="" type="checkbox"/> (2) securities traded over-the-counter | <input type="checkbox"/> (1) securities |
| <input checked="" type="checkbox"/> (3) Foreign issuers | <input type="checkbox"/> (2) commodities |
| <input type="checkbox"/> B. Warrants | <input type="checkbox"/> J. Futures contracts on: |
| <input checked="" type="checkbox"/> C. Corporate debt securities (other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| <input type="checkbox"/> D. Commercial paper | <input type="checkbox"/> (2) intangibles |
| <input checked="" type="checkbox"/> E. Certificates of deposit | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input checked="" type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (1) real estate |
| <input type="checkbox"/> G. Investment company securities: | <input type="checkbox"/> (2) oil and gas interests |
| <input checked="" type="checkbox"/> (1) variable life insurance | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (2) variable annuities | <input type="checkbox"/> L. Other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (3) mutual fund shares | |

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

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

- | | |
|---|--|
| (1) <input type="checkbox"/> Charting | (4) <input type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input type="checkbox"/> Other (explain on Schedule F) |
| (3) <input type="checkbox"/> Technical | |

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

- | | |
|---|--|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines | (5) <input type="checkbox"/> Timing services |
| (2) <input type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | Securities and Exchange Commission |
| (4) <input checked="" type="checkbox"/> Corporate rating services | (7) <input checked="" type="checkbox"/> Company press releases |
| | (8) <input type="checkbox"/> Other (explain on Schedule F) |

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

- | | |
|--|--|
| (1) <input checked="" type="checkbox"/> Long term purchases
(securities held at least a year) | (5) <input checked="" type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input type="checkbox"/> Option writing, including covered options,
uncovered options or spreading strategies |
| (3) <input checked="" type="checkbox"/> Trading (securities sold within 30 days) | (7) <input type="checkbox"/> Other (explain on Schedule F) |
| (4) <input type="checkbox"/> Short sales | |

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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, please 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 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 type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input type="checkbox"/> (3) other investment adviser | <input 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.)

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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 sell for itself securities it also recommended 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 advisory 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 condition 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 account, 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.

Please see Schedule F

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

In addition to the monthly statements provided by the custodians, the applicant firm provides a report each quarter to the client outlining the performance of each of the holdings. The report summarizes the effect of the investment performance on the client's asset allocation and account balances. Emphasis is placed on helping the client achieve long-term financial objectives by consistently following the client's Investment Policy Statement.

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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 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 product 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

**Schedule F of
FORM ADV
Continuation Sheet for Form ADV Part II**

Applicant:
Amicus Financial Advisors, LLP

SEC File Number:
801- 68996

Date:
03/09/2010

(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: AMICUS FINANCIAL ADVISORS, L.L.P.		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
1. D.	Amicus Financial Advisors, LLP (Amicus) is a fee-based, comprehensive financial planning firm providing comprehensive financial planning, insurance planning, tax planning, retirement planning, non-legal trust and estate planning, cash flow management, investment advice and asset management services. An individual client may retain Amicus for comprehensive financial planning services or for a limited engagement. Fees are agreed upon in writing prior to an engagement. Fees may be comprised of hourly and/or asset-based charges depending upon the needs and preferences of the client. Hourly charges are \$150/hour and asset-based fees are 1% of the first \$500,000, 0.90% of the amount over \$500,000 and below \$1,500,000, 0.80% of the amount over \$1,500,000 under management. These fees are not negotiable except in very limited circumstances. All fees are payable after services are rendered and within a reasonable time after the bill is received. Asset management fees are generally calculated quarterly and 1/3 of the quarterly fee is withdrawn from the clients' brokerage accounts at the end of each calendar month and each client is expected to authorize Amicus to bill fees to the custodian of the client's assets to be paid from the clients' accounts. The client can terminate the contract at any time by communicating that desire to anyone working for Amicus Financial Advisors, LLP in any way.	
5.	Investment advisors are expected to obtain the Certified Financial Planner designation and/or appropriate graduate degrees (Doctor of Jurisprudence, Master of Science in Personal Financial Planning, or similar) before practicing without direct supervision.	
6.	<p>Partner, Investment Committee Member, & Planning Department Member:</p> <p>Joseph W. Tombs (d.o.b. 04/27/1964) received a JD from Texas Tech University School of Law (1988), an MBA from Texas Tech University (1988), an MS in Financial Services from the College of Financial Planning (1993), and a BBA in Finance from the University of Texas of the Permian Basin (1985). Mr. Tombs also holds the Certified Financial Planner (CFP®), Chartered Life Underwriter (CLU), Chartered Financial Consultant (CHFC), and Associate in Risk Management (ARM) designations. Mr. Tombs has worked on the faculties of Texas Tech University, University of Georgia, and Georgia State University. He served as an officer of GE Financial Assurance, a founding partner in an Atlanta-based financial planning firm of Tombs, Moody & Clontz, LLP, and an attorney specializing in tax and estate planning (Shannon, Porter, Johnson, Pfluger & Davis). Mr. Tombs is an attorney licensed in Texas.</p> <p>Partner:</p> <p>Brit C. Swanson (d.o.b. 09/20/1976) received a JD from Texas Tech University School of Law (2003), a MS in Personal Financial Planning from Texas Tech University (2003), and a BA in Interior Design from Texas Tech University (2000). Ms. Swanson has practiced law with West Texas Legal Services and in Texas Tech University's Office of Student Legal Services. Ms. Swanson is an attorney licensed in Texas.</p>	

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

**Schedule F of
FORM ADV
Continuation Sheet for Form ADV Part II**

Applicant:
Amicus Financial Advisors, LLP

SEC File Number:
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Date:
03/09/2010

(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: AMICUS FINANCIAL ADVISORS, L.L.P.		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
6. Continued	<p>Chief Compliance Officer, Investment Committee Member, & Planning Department Member: Larry H. Peterson (d.o.b. 06/25/1981) received a MS in Personal Financial Planning from Texas Tech University (2008), a BA in Finance from Utah State University (2006), and an AS in Business Administration from Snow College (2004). Prior to joining AFA, Mr. Peterson worked as an intern at the Level Four Group.</p> <p>Investment Committee Member: Jesús A. Longoria (d.o.b. 08/30/1971) received an MS in Personal Financial Planning (2002) and a B.A. in Spanish (2000) from Texas Tech University. Prior to joining AFA, Mr. Longoria worked as a financial planner at Graham Capital Management and JP Morgan Chase. Mr. Longoria holds the Certified Financial Planner (CFP®) designation.</p> <p>Investment Committee Member: Lindsay Elwood-Goetz (d.o.b. 03/04/1982) received a BS in Personal Financial Planning from Texas Tech University (2004). Prior to joining AFA, Ms. Elwood-Goetz worked as a financial planner at Evensky & Katz Wealth Management. Ms. Elwood-Goetz holds the Certified Financial Planner® designation.</p>	
7. A.,B., C.	<p>In addition to providing investment advice and asset management services, Amicus Financial Advisors, LLP provides comprehensive financial planning services. Amicus receives some compensation in the form of commissions for the sale of insurance and fixed annuity products. Joseph W. Tombs spends a small amount of time (less than ten hours per month) engaging in the practice of law. Brit C. Swanson practices law on a full-time basis.</p>	

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**Schedule F of
FORM ADV
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Applicant:
Amicus Financial Advisors, LLP

SEC File Number:
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Date:
03/09/2010

(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:

AMICUS FINANCIAL ADVISORS, L.L.P.

IRS Empl. Ident. No.:

Item of Form (identify)	Answer
9.	Amicus' partners and advisors are likely to purchase for their own accounts some of the individual securities and other investment products recommended to Amicus clients from time to time. Additionally, it is foreseeable that the partners and advisors will own shares in investment intermediaries that own individual securities that are recommended for Amicus client accounts. However, due to the broad diversification strategies employed for ourselves and for our clients and due to the relatively small value of any individual holding in the personal accounts of any partner or advisor, it is highly unlikely that these transactions can have a significant effect on the value of the security. No Amicus advisor ever knowingly buys from or sells to a client's account.
11. A.	<p>Reviews:</p> <p>The lapse of a calendar quarter triggers a review for each account to ensure that asset-class values remain within the constraints prescribed in the client's Investment Policy Statement. If the allocation within one or more asset classes (expressed as a percentage of the portfolio) lies outside of the range prescribed in the client's Investment Policy Statement, a recommendation is prepared by a member of the Planning Department. The client's advisor has an opportunity to review and give feedback on the quarterly reviews before the Planning Department implements the recommendations.</p> <p>Reviewers:</p> <p>All reviews are prepared by a member of the Planning Department, and the advisor of the client is given the opportunity to evaluate it. The Planning Department is currently comprised of two individuals who provide all the reviews and place trades. No one Planning Department member is assigned to more than 300 accounts. The Investment Advisory Service Agreement signed by the client instructs Amicus to use discretionary authority to rebalance within the parameters agreed upon in the Investment Policy Statement.</p>
12. A.	Amicus and the client sign a written agreement before Amicus takes custody of any client assets designating whether Amicus is granted discretionary authority over the selection of securities and the amount of securities to be bought or sold. Where discretionary authority is granted to Amicus, that discretion is limited by the terms of the Investment Policy Statement prepared for each client signed by the client before Amicus takes custody of client assets.

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

**Schedule F of
FORM ADV
Continuation Sheet for Form ADV Part II**

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(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:

AMICUS FINANCIAL ADVISORS, L.L.P.

IRS Empl. Ident. No.:

Item of Form (identify)	Answer
12. B.	Amicus considers a number of factors when selecting brokers and custodians to recommend to clients, including price, technology interface, service and stability. Amicus Capital Holdings, LLC, owned by Marshall W. Hayes and managed by Amicus Financial Advisors, LLP, has a minority ownership in a savings and loan holding company, National Advisors Holding, Inc. (NAH) that has formed a federally chartered trust company, "National Advisors Trust Company" (NATC). NAH and NATC are regulated by the Office of Thrift Supervision. The trust company intends to provide a low cost alternative to traditional trust service providers, and Amicus Financial Advisors, LLP intends to refer clients to NATC for trust and custodial services.
13.	<p>As described above, Amicus receives commissions for the sale of fixed life insurance and fixed annuity products. The commissions are fully disclosed to every client.</p> <p>Amicus recommends that most of its clients establish accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab") to maintain custody of clients' assets and to effect trades for their accounts. Amicus and Schwab are separate, unaffiliated entities. Schwab provides Amicus access to its institutional trading and operations services, access to products, software, and services for a substantial number of Amicus' clients. Many of these products, services, and benefits are provided by Schwab to Amicus at reduced cost or no cost based upon Amicus' commitment to maintain specified dollar amounts of assets in accounts with Schwab within a specified period of time. Therefore, Amicus may be influenced by this commitment to recommend Schwab's services. Schwab generally does not charge Amicus' clients for custody but is compensated by account holders through commissions or other transaction-related fees for securities trades executed through Schwab or that settle into Schwab accounts.</p>

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

**Schedule F of
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SEC File Number:
801- 68996

Date:
03/09/2010

(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:
AMICUS FINANCIAL ADVISORS, L.L.P.

IRS Empl. Ident. No.:

Item of Form
(identify)

Answer

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