

**Descriptive Brochure Required by
Rule 204-3 Under the
Investment Advisors Act of 1940**

For

Total Solutions

**Armada Advisors, Inc.
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This brochure provides clients with information about Armada Advisors and Total Solutions that should be considered before becoming a client of Total Solutions. This information has not been approved or verified by any governmental authority.

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Total Solutions

INTRODUCTION

Armada Advisors, Inc. (hereafter referred to as “The Firm”), provides investment advisory services on a discretionary or non-discretionary basis. They are developed for the individual needs of the client, based upon stated objectives and guidelines. Strategies can involve cash or money markets, certificates of deposit, bonds, mutual funds, exchange traded funds, equities, and insurance products. Upon request, the Firm will provide a copy of its Form ADV Part II, which contains further information on investment advisory services offered by the Firm.

OVERVIEW

Total Solutions is a comprehensive investment advisory program offered by the Firm, designed to provide realistic needs-based, systematic financial strategies to clients, who may include individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and corporations. Based upon client objectives, risk tolerances, time horizons, and market conditions, it is an efficient and adaptable platform. It consists of the following elements:

- **The Questionnaire:** Central to the Firm’s evaluation of the client, is the questionnaire. This confidential document contains information about the client, lists goals and objectives, confirms time horizons and cash in/out flows, and assesses risk tolerance. The questionnaire will be updated periodically, and if there are substantial changes to a client’s circumstances, a new Recommendation will be issued.
- **The Recommendation:** Based upon the client’s financial goals and circumstances, a recommendation is offered. The advice contains an appropriate mix of investment types designed to meet the client’s financial goals within acceptable risk tolerances. Specific investments are also suggested. If acceptable, the client will authorize the initial asset allocation, either authorizing the Firm to handle advisory services on a discretionary or non-discretionary basis. Subsequent changes can be communicated either verbally or in writing.
- **The Review:** Total Solutions is an ongoing investment advisory service. Once an account is active, the client receives a quarterly statement highlighting all account activity. This statement is a useful tool in evaluating whether the objectives of the account are being met. In addition to the statement, the client receives confirmations of all transactions.

MINIMUMS AND ELIGIBLE ASSETS

The minimum initial investment in Total Solutions is \$50,000. Eligible securities include cash or money markets, certificates of deposit, bonds, mutual funds, exchange traded funds, equities, and insurance products. Some insurance products may be exempt from billing but can qualify for a pre-existing relationship.

FEES

The annual fee for Total Solutions is payable quarterly and determined based upon the assets placed under management. The maximum fee schedule is as follows:

Cash/money market/CDs	.50%
Bonds	.50%
Mutual funds	1.00%
Equities/ETFs	1.50%

The quarterly fee is due on the fifth business day of the first month in each calendar quarter and is based on the fair market value of the client's assets on the last day of the previous quarter. In addition to the fee, the client will bear a proportionate share of the fees and expenses incurred by any mutual funds or exchange traded funds in which the client is invested. The prospectus of each of these describes the fees and expenses.

If a lower mutual fund expense share class such as an Institutional ("I") share or Financial Intermediary ("FI") share class is found for a client with the same non-advisory share class, the Firm will inform the client and convert the fund to the less expensive share class. If the client anticipates little to no investment activity, then the expenses for this program could cost more than even investing in institutional share classes. The client must evaluate the relative value of the on-going advice, services, and investment activity to ascertain if they are beneficial.

The minimum initial investment in Total Solutions is \$50,000. The annual fee and minimum amounts may be negotiable based upon a number of factors, including, but not limited to client type, asset class, pre-existing relationship, portfolio complexity, account size, or other special circumstances or requirements. Related accounts may be aggregated for fee calculation purposes. Insurance products solicited through the Firm generally will not be subject to advisory fees, but will qualify as a pre-existing relationship.

A client or the Firm may generally terminate its agreement at any time on receipt of written notice. Fees paid in advance are refunded on a pro-rata basis if the service is terminated within the payment period.

GENERAL ACCOUNT INFORMATION

CLIENT INFORMATION

In the Total Solutions program, the Financial Advisor will ask the client to complete a questionnaire that will request information from the client concerning the client's financial situation and investment objectives. The Financial Advisor then submits the questionnaire to Mr. Odom for final review.

EDUCATION

A college degree and securities license is required for the Firm's personnel who provide investment advisory or consulting services, other than clerical or administrative services, to clients. All Investment Advisors and Mr. Odom are available for consultations, as needed. A complete listing of the Firm's principal executive and his background is provided in the "BIOGRAPHICAL INFORMATION" section below.

ACCOUNT REVIEW

Total Solutions is an ongoing investment advisory service. Once an account is active, the client receives period statements (the "REVIEW") describing all account activity. From the Review a client can ascertain, analyze, and evaluate the Total Solutions portfolio and determine whether it continues to meet his/her objectives. Third party performance information is not calculated or printed on client statements.

RESEARCH

The Firm uses two methods to evaluate investment managers, mutual funds, and exchange traded funds (i.e. "Products"); they are Fundamental and Availability Research. Generally, Fundamental Research entails a more rigorous and thorough evaluation. Availability Research involves the accessibility and coordination between the Firm and the custodian.

Fundamental Research: Each Product's manager or representative provides the Firm with relevant documentation on the Product being evaluated, which may include sample portfolios, asset

allocation histories, its Form ADV (the form required for investment management registration with the Securities and Exchange Commission), past performance information and marketing literature. The Firm also may interview a representative of the Product. Positive, unknown, or negative opinions are generated based upon a broad range of factors including investment performance, portfolio structure, turnover, management's strategy, volatility, risk level, and costs. The appropriateness of the continued retention of a Product is reviewed on a periodic basis. Material deviations within any or several of the above mentioned factors could result in a change in the Fundamental Research opinion.

Availability Research: The less comprehensive Availability Research evaluates whether the Product is available in which to invest, the minimums required, and facility of executing transactions.

TERMINATION

Generally, client agreements with the Firm may be terminated at the written request of the client or the Firm. The procedures and conditions pursuant to which the Firm or any client may terminate a contract are described in such contract. Additionally, the client may terminate a contract without penalty within four business days of the contract's execution by the Firm. In the event a client terminates an investment management agreement after the fourth day, the Firm will charge a pro rate fee through the termination date. In the event fees are paid in advance, a pro rata refund of said fees would be made when an advisory agreement is terminated prior to the end of the fee period. Termination of an agreement will not affect or preclude the consummation of any transaction initiated prior to termination. Custodians may charge a termination fee of \$75, which may be amended from time to time.

ABOUT ARMADA ADVISORS, INC.

The Firm provides a broad range of financial services. These include investment advisory services both supervisory and non-supervisory, corporate retirement plan consulting, and general financial planning. Created in April 2009, it is a federally registered investment advisor.

CODE OF ETHICS

As part of an internal compliance program, the Firm is subject to a Code of Ethics and related policies and procedures imposing standards of business conduct, including requirements to put client interests first and not to take inappropriate advantage of employment-related information. There are prohibitions on employees engineering better trades than clients and on trading in securities while in possession of related material, nonpublic information and reporting of personal securities transactions. The goal is to minimize potential conflicts of interest between employees and clients, assuring compliance with applicable laws and regulations. Existing and prospective clients may obtain copies of the applicable Code of Ethics by mailing a written request for such document to the Firm.

POTENTIAL CONFLICTS OF INTEREST

There may be instances when employees may own or solicit some of the same securities held by its clients. The Firm realizes that it has a fiduciary responsibility to its clients to act in their best interest. Additionally, the Firm has opted not to act in a broker capacity; therefore, its advisors have no incentive or capability to recommend or to benefit from financial transactions in which they would receive commissions. Insurance transactions, however, are exempt from this. The Firm's primary incentive is prudent financial money management for clients based upon the agreed upon fee schedule. As such, its advisors recommending the program receive compensation as a result of the client's participation.

The Firm may make charitable contributions or underwrite or sponsor charitable events at the request of others. It may also send corporate gifts or pay for meals and entertainment such as holiday baskets, dinners or tickets to cultural events for clients or prospective clients. The Firm's employees may also be the recipient of such gifts. The giving and receipt of gifts and other benefits are subject to limitations under the Firm's Code of Ethics.

No client assets are held by the Firm. All clients must establish custodial relationships with outside entities like Fidelity or Charles Schwab & Co. These custodians provide computer access and other technology to manage the assets placed there. While on those platforms, the Firm has access to research, literature, pricing, and other market data. In evaluating whether to recommend a custodian, the Firm may take into account the costs, client needs, availability, familiarity, and depth of services offered. A conflict may arise because a majority of clients are with one particular custodian, and the Firm is thus more familiar with its platform and services offered.

BIOGRAPHICAL INFORMATION

The following brief biographical information describes the principal executive officer who has supervisory responsibility for the Total Solutions program.

Wesley S. Odom was born in 1966 and is the President of Armada Advisors, Inc., having established the company in April 2009. Prior to this, he was a First Vice President—Wealth Management for Citi Smith Barney, for whom he worked for almost 17 years. He holds specialty titles of Chartered Retirement Plans Specialist and Financial Planning Specialist. He is a former U.S. Naval surface warfare officer and graduated from Vanderbilt University with a B.A.