

Morris Financial Concepts, Inc.

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August 16th, 2011

This Brochure provides information about the qualifications and business practices of
MORRIS FINANCIAL CONCEPTS, INC.

If you have any questions about the contents of this Brochure, please contact us at
843-884-6192 or info@mfcplanners.com.

The information in this Brochure has not been approved or verified by the United States
Securities and Exchange Commission or by any state securities authority.

MORRIS FINANCIAL CONCEPTS, INC is a registered investment adviser.
Registration of an Investment Adviser does not imply any level of skill or training. The
oral and written communications of an Adviser provide you with information about
which you determine to hire or retain an Adviser.

Additional information about MORRIS FINANCIAL CONCEPTS, INC also is available
on the SEC's website at www.adviserinfo.sec.gov.

Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published "Amendments to Form ADV" which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated March 30th, 2011 is a new document prepared according to the SEC's new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting our office at 843-884-6291 or info@mfcplanners.com.

Additional information about MORRIS FINANCIAL CONCEPTS, INC is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Morris Financial Concepts, Inc. who are registered, or are required to be registered, as investment adviser representatives of Morris Financial Concepts, Inc.

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Item 4 – Advisory Business

Morris Financial Concepts, Inc. (MFC) typically engages clients in one of two specific contract options:

- 1. Financial Planning Agreement:** The Financial Planning Agreement provides a broad range of financial planning services which may include tax-related and other non-investment related matters. In general, planning services provided under the Financial Planning Agreement do not include investment supervisory or investment management services, nor the regular review or monitoring of the client's investment portfolio. An additional addendum may allow for the discretionary management of assets under this contract. The Financial Planning Agreement is for a period of one year to implement and monitor the plan. MFC may provide continuing review and update services beyond the first year for a mutually agreed upon fee.

The services provided by MFC in a Financial Planning Agreement engagement generally encompass eight primary areas:

Personal Financial Statement	Cash Flow Management
Tax Planning	Education Planning
Retirement Planning	Investment Planning
Estate Planning	Insurance Planning

Financial Planning Agreement Operation: Generally, the first quarter of the plan year is used to develop the plan, while the remaining three quarters are used to assist in the implementation and monitoring of the plan. In performing its services, MFC is not required to verify any information received from the client or from the client's other professionals (e.g., attorney, accountant, etc.) and is expressly authorized to rely on such information. MFC may recommend the services of itself and/or other professionals to implement its recommendations. Clients are advised that a conflict of interest exists if MFC recommends its own services. The client is under no obligation to act upon any of the recommendations made by MFC under a financial planning engagement and/or engage the services of any such recommended professional, including MFC. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any of MFC's recommendations. It is a client's responsibility to promptly notify MFC if there is ever any change in the client's financial situation or investment objectives for the purpose of reviewing, evaluating, or revising MFC's previous recommendations and services.

2. Total Service Agreement: The Total Service Agreement provides investment management services in addition to the comprehensive financial planning services included in the Financial Planning Agreement. MFC uses a sophisticated series of proprietary systems and tools to manage clients' investment portfolio in accordance with the Financial Plan and agreed upon investment strategy.

Total Service Agreement Operation: MFC generally recommends that clients utilize the brokerage and clearing services of Fidelity Investments and its affiliates (collectively referred to as "*Fidelity*"), Charles Schwab & Co., Inc. ("*Schwab*"), and/or National Advisors Trust Company, FSB ("*National Advisors Trust*") for investment management accounts. MFC may only implement its investment management recommendations after the client has arranged for and furnished MFC with all information and authorization regarding accounts with appropriate financial institutions. Financial institutions shall include, but are not limited to, Fidelity, Schwab, National Advisors Trust, any other broker-dealer, trust company, bank etc. recommended by MFC or directed by the client, referred to as "Financial Institution(s)"

Clients will incur certain charges imposed by the Financial Institution(s) and other third parties such as custodial fees, charges imposed directly by a mutual fund or exchange traded fund in the account, which will be disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Additionally, clients may incur brokerage commissions and transaction fees. Such charges, fees and commissions are exclusive of and in addition to MFC's fee.

MFC's agreement and/or the separate agreement with the Financial Institution(s) may authorize MFC through the Financial Institution(s) to debit the client's account for the amount of MFC's fee and to directly remit that management fee to MFC in accordance with applicable custody rules. The Financial Institution(s) recommended by MFC have agreed to send a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid directly to MFC.

MFC also may render non-discretionary investment management services to clients relative to: (1) variable life/annuity products that they may own, and/or (2) their individual employer-sponsored retirement plans. In so doing, MFC either directs or recommends the allocation of client assets among the various mutual fund subdivisions that comprise the variable life/annuity product or the

retirement plan. The client assets shall be maintained at either the specific insurance company that issued the variable life/annuity product which is owned by the client, or at the custodian designated by the sponsor of the client's retirement plan.

Additions may be in cash or securities provided that MFC reserves the right to liquidate any transferred securities, or decline to accept particular securities into a client's account. MFC may consult with its clients about the options and ramifications of transferring securities. However, clients are advised that when transferred securities are liquidated, they may be subject to transaction fees, fees assessed at the mutual fund level (i.e. contingent deferred sales charge) and/or tax ramifications.

Clients are advised to promptly notify the firm if there are ever any changes in their financial situation or investment objectives or if they wish to impose any reasonable restrictions upon MFC's management services.

Item 5 - Fees and Compensation

Financial Planning Agreement Fees: Fees are assessed according to the breadth and complexity of the client's situation and stated objectives. The minimum fee is \$8,500. One-quarter of the fee is due at the time a Financial Plan Agreement is signed and the remaining fee will be prorated and charged on a quarterly basis, in advance. Morris Financial Concepts, Inc. may, in its sole discretion, negotiate a fee less than the stated minimum based upon certain criteria (i.e., anticipated future earning capacity, related existing client relationships, pre-existing client, *pro bono* activities, etc.). Occasionally, but very seldom, hourly services are engaged.

Financial Planning Agreement Termination: The client has five (5) business days from the date of the contract execution to terminate MFC's Planning Services without penalty. The Financial Planning Agreement may be terminated at any time upon receipt of written notice to terminate by either party to the other. Termination of the Agreement will not affect (a) the validity of any action previously taken by MFC or the clients obligation to pay MFC fees that have already been earned. If a client terminates the Financial Planning Agreement, the balance (if any) of MFC's unearned fees shall be refunded to the client. If MFC has completed the Planning stage and is in the implementation and monitoring phase of the agreement 75% of the agreed upon fees have been completed and will be due. The balance of the implementation and monitoring phase will be prorated as to the time that is left on the contract.

Total Service Agreement Fees: Morris Financial Concepts, Inc shall charge either an annual fee based upon a percentage of the market value of the assets being managed by MFC, or a negotiated fee starting at a minimum \$8,500. This annual fee is exclusive of, and in addition to brokerage commissions, transaction fees, and other related costs and expenses that may be incurred by the client. MFC does not receive any portion of these commissions, fees, and costs. The annual fee shall be prorated and charged quarterly, in advance, based upon the market value of the assets on the last day of the previous quarter. MFC may, in it's sole discretion, negotiate a fee less than the stated minimum based upon certain criteria (i.e., anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing client, *pro bono* activities, etc.). The annual fee varies (between 0.30% and 1.00%) depending upon the market value of the assets under management as follows:

Total Service Agreement Fees:

Brackets (Minimum Annual Fee of \$8,500)			Annual Fee	
	Initial	\$749,999	=	1.00%
\$750,000	through	\$2,999,999	=	0.75%
\$3,000,000	through	\$9,999,999	=	0.50%
\$10,000,000	and	above	=	0.30%

The client may make additions to and withdrawals from the account at any time, subject to the MFC's right to terminate an account. If assets are deposited into an account after the inception of a quarter that are \$50,000 or more, the fee payable with respect to such assets will be prorated based on the number of days remaining in the quarter. Clients may withdraw account assets on notice to MFC, subject to the usual and customary securities settlement procedures. For partial withdrawals in excess of \$50,000 within a billing period, MFC shall credit its unearned fee and deposit it back into the proper account. However, MFC designs its portfolios as long-term investments and assets withdrawals may impair the achievement of a client's investment objectives.

MFC does not impose account minimums, but does charge a minimum annual fee of \$8,500. MFC may, in it's sole discretion, negotiate a fee less than the stated minimum based upon certain criteria (i.e., anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing client, *pro bono* activities, etc.).

Item 6 – Performance-Based Fees and Side-By-Side Management

Morris Financial Concepts, Inc. does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

Morris Financial Concepts, Inc. offers comprehensive Financial Planning and Investment Management services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and business entities.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

Investing in securities involves risk of loss that clients should be prepared to bear.

Morris Financial Concepts, Inc. primarily uses mutual funds and Exchange Traded Funds that invest in traditional asset classes (stocks, bonds, and money markets) to build diversified client portfolios. Historical long-term returns of these asset classes are used as approximations for future long-term expected returns. Statistical models then “stress-test” portfolio expected returns vis-à-vis clients’ goals, time horizon, and personal risk tolerance, and present these possible results to clients to ensure they understand and accept the risks of investing. In addition to third-party research (i.e. Morningstar), MFC performs additional due diligence on each investment manager by way of internal research and/or in-person (or telephone) meetings with investment company personnel.

The primary material risk in MFC’s strategy is that historical relationships do not hold in future periods. Past performance does not guarantee future results, but it provides a guide to develop a strategy that is in the client’s best interest. The primary material risk in MFC’s analysis is in choosing investment companies (mutual funds or ETFs) to represent diverse asset class exposure. In an attempt to mitigate this risk, MFC considers only reputable investment firms and conducts internal due diligence using third party analysts.

MFC does not recommend one type of security. Portfolios, primarily comprised of mutual funds, are spread across stocks, bonds, money-market, and commodities. These portfolios are further diversified into sub-categories that include large, medium, and small-sized company stocks, as well as short, intermediate, and long term bonds issued by governments, agencies, and corporations.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Morris Financial Concepts, Inc. or the integrity of MFC's management. Morris Financial Concepts, Inc. has no information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Morris Financial Concepts, Inc. may provide its clients with a broad range of comprehensive financial planning services. These services may include business systems consulting services, tax preparation, and other non-investment related matters. MFC may charge a separate fee for these services which shall be agreed upon prior to rendering the services. In addition, MFC may contract with third parties for these services.

MFC's principal executive officer, Kyra H. Morris, is the sole owner and controller of Morris Tax Planning, LLC. Morris Tax Planning, LLC provides tax preparation services.

Item 11 – Code of Ethics

Morris Financial Concepts, Inc. has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Morris Financial Concepts, Inc. must acknowledge the terms of the Code of Ethics annually, or as amended.

MFC's employees and persons associated with MFC. are required to follow the Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of MFC and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for MFC's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of MFC will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of MFC's clients. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts

Comment [ACM1]: Instruction to Item 10.

A. If you or any of your *management persons* are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, disclose this fact.
A. If you or any of your *management persons* are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities, disclose this fact.
B. Describe any relationship or arrangement that is material to your advisory business or to your *clients* that you or any of your *management persons* have with any *related person* listed below. Identify the *related person* and if the relationship or arrangement creates a material conflict of interest with *clients*, describe the nature of the conflict and how you address it.
1. broker-dealer, municipal securities dealer, or government securities dealer or broker
2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or ... [1]

Comment [ACM2]: Instruction to Item 11.

A. If you are an SEC-registered adviser, briefly describe your code of ethics adopted pursuant to SEC rule 204A-1 or similar state rules. Explain that you will provide a copy of your code of ethics to any *client* or prospective *client* upon request.
B. If you or a *related person* recommends to *clients*, or buys or sells for *client* accounts, securities in which you or a *related person* has a material financial interest, describe your practice and discuss the conflicts of interest it presents. Describe generally how you address conflicts that arise.
Examples: (1) You or a *related person*, as principal, buys securities from (or sells securities to) your *clients*; (2) you or a *related person* acts as general partner in a partnership in which you solicit *client* investments; or (3) you or a *related person* acts as an investment adviser to an investment company that you recommend to *clients*.
C. If you or a *related person* invests in the same securities (or related securities, e.g., warrants, options or futures) that you or a *related person* recommends to *clients*, describe your practice and discuss the conflict ... [2]

of interest between MFC and its clients.

MFC's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting info@mfcplanners.com or calling 843-884-6192

Item 12 – Brokerage Practices

Factors which Morris Financial Concepts, Inc. considers in recommending Financial Institution(s) or any other broker-dealer, to clients include their respective financial strength, reputation, execution, pricing, research, and service. Financial Institution(s) enables MFC to obtain many mutual funds without transaction charges and other securities at nominal transaction charges. The commissions and/or transaction fees charged by Financial Institution(s) may be higher or lower than those charged by other broker-dealers.

The commissions paid by MFC's clients shall comply with MFC's duty to obtain "best execution." However, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where MFC determines, in good faith, that the commission is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including among others, the value of research provided, execution capability, commission rates, and responsiveness. While MFC will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client transactions. Transactions may be cleared through other broker-dealers with whom MFC and the Financial Institution(s) have entered into agreements for prime brokerage clearing services. MFC shall periodically and systematically review its policies and procedures regarding recommending broker-dealers to its client in light of its duty to obtain best execution.

Consistent with obtaining best execution, brokerage transactions may be directed to certain broker-dealers in return for investment research products and/or services which assist MFC in its investment decision-making process. Such research generally will be used to service all of MFC's clients, but brokerage commissions paid by one client may be used to pay for research that is not used in managing that client's portfolio. The receipt of investment research products and/or services as well as the allocation of the benefit of such investment research products and/or services poses a conflict of interest. MFC may receive from Financial Institution(s), without cost to MFC, computer software and related systems support, which allow MFC to better monitor client accounts maintained at Financial Institution(s). MFC may receive the software and related support without cost because MFC renders investment management services to clients that maintain assets at Financial Institution(s). The software and related systems support may benefit MFC, and not its clients directly. In fulfilling its duties to its clients,

Comment [ACM3]: Instruction to Item 12.

A. Describe the factors that you consider in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions).

1. **Research and Other Soft Dollar Benefits.** If you receive research or other products or services other than execution from a broker-dealer or a third party in connection with client securities transactions ("soft dollar benefits"), disclose your practices and discuss the conflicts of interest they create. **Note:** Your disclosure and discussion must include all soft dollar benefits you receive, including, in the case of research, both proprietary research (created or developed by the broker-dealer) and research created or developed by a third party.

a. Explain that when you use client brokerage commissions (or markups or markdowns) to obtain research or other products or services, you receive a benefit because you do not have to produce or pay for the research, products or services.

b. Disclose that you may have an incentive to select or recommend a broker-dealer based on your interest in receiving the research or other products or services, rather than on your clients' interest in receiving most favorable execution.

c. If you may cause clients to pay commissions (or markups or markdowns) higher than those charged by other broker-dealers in return for soft dollar benefits (known as paying-up), disclose this fact.

d. Disclose whether you use soft dollar benefits to service all of your clients' accounts or only those that paid for the benefits. Disclose whether you seek to allocate soft dollar benefits to client accounts proportionately to the soft dollar credits the accounts generate.

e. Describe the types of products and services you or any of your related persons acquired with client brokerage commissions (or markups or markdowns) within your last fiscal year.

Note: This description must be specific enough for your clients to understand the types of products or services that you are acquiring and to permit them to evaluate possible conflicts of interest. Your description must be more detailed for products or services that do not qualify for the safe harbor in section 28(e) of the Securities Exchange Act of 1934. [3]

MFC endeavors at all times to put the interests of its clients first. Clients should be aware; however, that MFC's receipt of economic benefits from a broker-dealer creates a conflict of interest since these benefits may influence MFC's choice of broker-dealer over another broker-dealer that does not furnish similar software, systems support, or services.

Additionally, MFC may receive the following benefits from Financial Institution(s):

- receipt of duplicate client confirmations and bundled duplicate statements;
- access to a trading desk that exclusively services the Financial Institution(s) investment advisor participants;
- access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts;
- access to an electronic communication network for client order entry and account information.

MFC may receive hotel accommodations and meals provided at seminar style workshops hosted by a Mutual Fund Company to discuss practice management issues and investment updates. Although the meetings and support may benefit MFC, the firm endeavors at all times to put the interests of its clients first. Clients should be aware; however, that MFC's receipt of economic benefits from a Mutual Fund Company creates a conflict of interest since these benefits may influence MFC's choice of a Mutual Fund Company over another Mutual Fund Company that does not furnish similar support or services.

Item 13 – Review of Accounts

Reviews: Clients that have engaged the Total Service Agreement contract are reviewed individually no less than quarterly, and possibly more frequently depending upon the level of maintenance suitable for the portfolio and the level of complexity of the client's financial plan and risk level. The reviews involves asset rebalancing as it relates to the client's agreed upon investment strategy. Information is maintained in-house to ensure that clients are reviewed at appropriate intervals. Additional reviews outside of this would be conducted as appropriate if a client informed us of a sudden change to their financial situation. Reviews are supervised by the President of the firm, Kyra H. Morris, CFP®, EA. Review of portfolios may be delegated to the Chief Investment Office or other qualified personnel.

Item 14 – Client Referrals and Other Compensation

Morris Financial Concepts, Inc does not directly or indirectly compensates any person who is not a supervised person for client referrals.

Comment [ACM4]: Instruction to Item 13.

A. Indicate whether you periodically review *client* accounts or financial plans. If you do, describe the frequency and nature of the review, and the titles of the *supervised persons* who conduct the review.

B. If you review *client* accounts on other than a periodic basis, describe the factors that trigger a review.

C. Describe the content and indicate the frequency of regular reports you provide to *clients* regarding their accounts. State whether these reports are written.

Ascendant Comment: Cross-reference your response about reports provided to clients with information about custody required in Item 15.

Comment [MFC5]: involve

Comment [ACM6]: Instruction to Item 3.

A. If someone who is not a *client* provides an economic benefit to you for providing investment advice or other advisory services to your *clients*, generally describe the arrangement, explain the conflicts of interest, and describe how you address the conflicts of interest. For purposes of this Item, economic benefits include any sales awards or other prizes.

B. If you or a *related person* directly or indirectly compensates any *person* who is not your *supervised person* for *client* referrals, describe the arrangement and the compensation.

Note: If you compensate any *person* for *client* referrals, you should consider whether SEC rule 206(4)-3 or similar state rules regarding solicitation arrangements and/or state rules requiring registration of *investment adviser representatives* apply.

Item 15 - Custody

Pursuant to SEC rule 206(4)-2, Morris Financial Concepts, Inc. has custody of client assets *solely* because of its authority to deduct advisory fees from client accounts. As such MFC will not :

- Possess the ability to sign checks or withdraw funds from a clients account
- Possess bank account or credit card information for the purpose of debiting or charging the accounts to pay MFC's fees
- Accept possession of stock certificates
- Accept standing letters of authorization to transmit funds directly to any third party (to pay taxes or insurance bills, for example)
- Act as trustee, beneficiary, or personal representative of any clients account (except as the direct result of a family or close personal relationship.)
- Maintain possession of a client's employer sponsored retirement plan on-line passwords if the access allows MFC to electronically compromise the integrity of the underlying assets.

Clients will receive confirmations of each transaction executed for an account and a brokerage statement no less than quarterly directly from the Custodian. MFC urges clients to carefully review such statements and compare such official custodial records to the account statements that MFC may provide.

Item 16 - Investment Discretion

Morris Financial Concepts, Inc. usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, MFC observes the investment policies, limitations and restrictions agreed upon with the client. These investment guidelines and restrictions must be specified in the client's Investment Policy Statement (IPS).

Item 17 - Voting Client Securities

As a matter of firm policy and practice, Morris Financial Concepts, Inc. does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain

Comment [ACM7]: Instruction to Item 15.

If you have *custody* of *client* funds or securities and a qualified custodian sends quarterly, or more frequent, account statements directly to your *clients*, explain that *clients* will receive account statements from the broker-dealer, bank or other qualified custodian and that *clients* should carefully review those statements. If your *clients* also receive account statements from you, your explanation must include a statement urging *clients* to compare the account statements they receive from the qualified custodian with those they receive from you.

Ascendant Comment: According to our reading of Rule 206(4)-2 of the Investment Advisers Act, an adviser is only required to *urge* such a comparison between its statements and the qualified custodian's statements if an adviser has authority to open accounts on clients' behalfs (e.g., adviser has general power of attorney, acts as trustee, or other circumstances). However, this instruction imposes a broader disclosure obligation for Item 15. Remember that for these purposes SEC registered advisers are deemed to have custody based solely on the ability to debit advisory fees.

Comment [ACM8]: Instruction to Item 16.

If you accept *discretionary authority* to manage securities accounts on behalf of *clients*, disclose this fact and describe any limitations *clients* may (or customarily do) place on this authority. Describe the procedures you follow before you assume this authority (e.g., execution of a power of attorney).

Comment [ACM9]: Instruction to Item 17.

A. If you have, or will accept, authority to vote *client* securities, briefly describe your voting policies and procedures, including those adopted pursuant to SEC rule 206(4)-6. Describe whether (and, if so, how) your *clients* can direct your vote in a particular solicitation. Describe how you address conflicts of interest between you and your *clients* with respect to voting their securities. Describe how *clients* may obtain information from you about how you voted their securities. Explain to *clients* that they may obtain a copy of your proxy voting policies and procedures upon request.

the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios.

Item 18 – Financial Information

Morris Financial Concepts, Inc. has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

- A. If you or any of your *management persons* are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, disclose this fact.
- A. If you or any of your *management persons* are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities, disclose this fact.
- B. Describe any relationship or arrangement that is material to your advisory business or to your *clients* that you or any of your *management persons* have with any *related person* listed below. Identify the *related person* and if the relationship or arrangement creates a material conflict of interest with *clients*, describe the nature of the conflict and how you address it.
1. broker-dealer, municipal securities dealer, or government securities dealer or broker
 2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund)
 3. other investment adviser or financial planner
 4. futures commission merchant, commodity pool operator, or commodity trading advisor
 5. banking or thrift institution
 6. accountant or accounting firm
 7. lawyer or law firm
 8. insurance company or agency
 9. pension consultant
 10. real estate broker or dealer
 11. sponsor or syndicator of limited partnerships.
- D. If you recommend or select other investment advisers for your *clients* and you receive compensation directly or indirectly from those advisers that creates a material conflict of interest, or if you have other business relationships with those advisers that create a material conflict of interest, describe these practices and discuss the material conflicts of interest these practices create and how you address them.

- A. If you are an SEC-registered adviser, briefly describe your code of ethics adopted pursuant to SEC rule 204A-1 or similar state rules. Explain that you will provide a copy of your code of ethics to any *client* or prospective *client* upon request.
- B. If you or a *related person* recommends to *clients*, or buys or sells for *client* accounts, securities in which you or a *related person* has a material financial interest, describe your practice and discuss the conflicts of interest it presents. Describe generally how you address conflicts that arise.
- Examples: (1) You or a *related person*, as principal, buys securities from (or sells securities to) your *clients*; (2) you or a *related person* acts as general partner in a partnership in which you solicit *client* investments; or (3) you or a *related person* acts as an investment adviser to an investment company that you recommend to *clients*.
- C. If you or a *related person* invests in the same securities (or related securities, e.g., warrants, options or futures) that you or a *related person* recommends to *clients*, describe your practice and discuss the conflicts of interest this presents and generally how you address the conflicts that arise in connection with personal trading.
- D. If you or a *related person* recommends securities to *clients*, or buys or sells securities for *client* accounts, at or about the same time that you or a *related person* buys or sells the same securities for your own (or the *related person's* own) account, describe your practice and discuss the conflicts of interest it presents. Describe generally how you address conflicts that arise.

Note: The description required by Item 11.A may include information responsive to Item 11.B, C or D. If so, it is not necessary to make repeated disclosures of the same information. You do not have to provide disclosure in response to Item 11.B, 11.C, or 11.D with respect to securities that are not "reportable securities" under SEC rule 204A-1(e)(10) and similar state rules.

Ascendant Comment: State registered investment advisers should review their applicable state regulations regarding the requirement to have a Code of Ethics.

Page 7: [3] Comment [ACM3]	Ascendant Template	8/23/2010 3:24:00 PM
Instruction to Item 12.		

A. Describe the factors that you consider in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (e.g., commissions).

1. Research and Other Soft Dollar Benefits. If you receive research or other products or services other than execution from a broker-dealer or a third party in connection with *client* securities transactions ("soft dollar benefits"), disclose your practices and discuss the conflicts of interest they create. **Note:** Your disclosure and discussion must include all soft dollar benefits you receive, including, in the case of research, both proprietary research (created or developed by the broker-dealer) and research created or developed by a third party.

- a. Explain that when you use *client* brokerage commissions (or markups or markdowns) to obtain research or other products or services, you receive a benefit because you do not have to produce or pay for the research, products or services.
- b. Disclose that you may have an incentive to select or recommend a broker-dealer based on your interest in receiving the research or other products or services, rather than on your *clients'* interest in receiving most favorable execution.
- c. If you may cause *clients* to pay commissions (or markups or markdowns) higher than those charged by other broker-dealers in return for soft dollar benefits (known as paying-up), disclose this fact.
- d. Disclose whether you use soft dollar benefits to service all of your *clients'* accounts or only those that paid for the benefits. Disclose whether you seek to allocate soft dollar benefits to *client* accounts proportionately to the soft dollar credits the accounts generate.
- e. Describe the types of products and services you or any of your *related persons* acquired with *client* brokerage commissions (or markups or markdowns) within your last fiscal year.

Note: This description must be specific enough for your *clients* to understand the types of products or services that you are acquiring and to permit them to evaluate possible conflicts of interest. Your description must be more detailed for products or services that do not qualify for the safe harbor in section 28(e) of the Securities Exchange Act of 1934, such as those services that do not aid in investment decision-making or trade execution. Merely disclosing that you obtain various research reports and products is not specific enough.

f. Explain the procedures you used during your last fiscal year to direct *client* transactions to a particular broker-dealer in return for soft dollar benefits you received.

2. Brokerage for Client Referrals. If you consider, in selecting or recommending broker-dealers, whether you or a *related person* receives *client* referrals from a broker-dealer or third party, disclose this practice and discuss the conflicts of interest it creates.

- a. Disclose that you may have an incentive to select or recommend a broker-dealer based on your interest in receiving *client* referrals, rather than on your *clients'* interest in receiving most favorable execution.
- b. Explain the procedures you used during your last fiscal year to direct *client* transactions to a particular broker-dealer in return for *client* referrals.

3. Directed Brokerage.

a. If you routinely recommend, request or require that a *client* direct you to execute transactions through a specified broker-dealer, describe your practice or policy. Explain that not all advisers require their *clients* to direct brokerage. If you and the broker-dealer are affiliates or have another economic relationship that creates a material conflict of interest, describe the relationship and discuss the conflicts of interest it presents. Explain that by directing brokerage you may be unable to achieve most favorable execution of *client* transactions, and that this practice may cost *clients* more money.

b. If you permit a *client* to direct brokerage, describe your practice. If applicable, explain that you may be unable to achieve most favorable execution of *client* transactions. Explain that directing brokerage may cost *clients* more money. For example, in a directed brokerage account, the *client* may pay higher brokerage commissions because you may not be able to aggregate orders to reduce transaction costs, or the *client* may receive less favorable prices.

Note: If your *clients* only have directed brokerage arrangements subject to most favorable execution of *client* transactions, you do not need to respond to the last sentence of Item 12.A.3.a. or to the second or third sentences of Item 12.A.3.b.

B. Discuss whether and under what conditions you aggregate the purchase or sale of securities for various *client* accounts. If you do not aggregate orders when you have the opportunity to do so, explain your practice and describe the costs to *clients* of not aggregating.

Ascendant Comment: Ascendant's experienced personnel may be retained to assist with your required regulatory disclosures.

Morris Financial Concepts, Inc.

Form ADV Part 2B – Individual Disclosure Brochure

for

**Kyra H. Morris, CFP®, EA
CEO**

Effective: August 16, 2011

This Brochure Supplement provides information about the background and qualifications of Kyra H. Morris (CRD#1174952) in addition to the information contained in the Morris Financial Concepts, Inc. ("Morris Financial Concepts, Inc") Brochure. If you have not received a copy of this Brochure or if you have any questions about the contents of the Brochure or this Brochure Supplement, please contact us at 843-884-6192

Additional information about Kyra H. Morris is available on the SEC's Investment Adviser Public Disclosure website at <http://advisorinfo.sec.gov>.

Morris Financial Concepts, Inc, Inc
CRD # 114862
107 Pitt Street
Mt. Pleasant, SC 29463

Phone: 843-884-6192 ♦ Fax: 888-957-0896

www.mfcplanners.com

Item 2 – Educational Background and Business Experience

KYRA H. MORRIS, CFP®, EA

Born: 1957

Education:

Clemson University - 1982
BS, Electrical Engineering

Kansas University – 1977
AA, Chemistry

College of Financial Planning - 1986
CERTIFIED FINANCIAL PLANNER™

Business Background:

Founder and CEO Morris Financial Concepts, Inc	1987 to Present
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Item 3 – Disciplinary Information

Morris Financial Concepts, Inc and its advisory personnel value the trust you place in us. As we advise all clients, we encourage you to perform the requisite due diligence on anyone providing services to you.

There are no legal or disciplinary events to disclose regarding Kyra H. Morris.

However, we do encourage you to independently view the background of Kyra H. Morris on the Investment Adviser Public Disclosure website at <http://adviserinfo.sec.gov>. Select the option for Investment Adviser Representative and enter **1174952** in the field labeled “Individual CRD Number:”

Item 4 – Other Business Activities

Ms. Morris dedicates the majority of her business time serving the needs of advisory Clients. Ms. Morris serves as an Adjunct Professor in the Ageno School of Business, Golden Gate University, and is active on the Financial Planning Standards Board. Ms. Morris is the founder and CEO of Morris Tax Planning, LLC is engaged in the preparation of tax returns for clients that have a relationship with Morris Financial Concepts, Inc, Inc.

Item 5 – Additional Compensation

Ms. Morris is primarily compensated by Morris Financial Concepts, Inc for the services provided to Clients. Ms. Morris may receive additional compensation from tax preparation with Morris Tax Planning, LLC and from real estate investments.

Item 6 – Supervision

Ms. Morris serves as the CEO of Morris Financial Concepts, Inc. She is responsible for the general supervision of Morris Financial Concepts, Inc. Ms. Morris' contact information is included on the cover of this Brochure Supplement.

Morris Financial Concepts, Inc has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Morris Financial Concepts, Inc. Further, Morris Financial Concepts, Inc is subject to regulatory oversight by various agencies. These agencies require registration by Morris Financial Concepts, Inc and its employees. As a registered entity, Morris Financial Concepts, Inc is subject to examinations by regulators, which may announced or unannounced. Morris Financial Concepts, Inc is required to periodically update the information provided to these agencies and to provide various reports regarding firm business and assets.

Additional Info on Professional Designations

CFP® Certification Explanation Statement

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Enrolled Agent (EA) Explanation Statement

An enrolled agent (EA) is a person who has earned the privilege of practicing that is, representing taxpayers, before the Internal Revenue Service. Enrolled agents, like attorneys and certified public accountants (CPAs), are unrestricted as to which taxpayers they can represent, what types of tax matters they can handle, and which IRS offices they can practice before. There are two tracks to becoming an enrolled agent. The two tracks are:

- Written examination. You can become an enrolled agent by demonstrating special competence in tax matters by taking a written examination. This track requires that you:
 - Apply to take the Special Enrollment Examination (SEE);
 - Achieve passing scores on all parts of the SEE;
 - Apply for enrollment; and
 - Pass a background check to ensure that you have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or enrolled agent from practice before the IRS.
- IRS experience. You can become an enrolled agent by virtue of past service and technical experience with the IRS that qualifies you for enrollment. This track requires that you:
 - Possess the years of past service and technical experience;
 - Apply for enrollment; and
 - Pass a background check to ensure that you have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or enrolled agent from practice before the IRS.

More information regarding enrolled agents is available at <http://www.irs.gov>.

Morris Financial Concepts Inc.

Form ADV Part 2B – Individual Disclosure Brochure

for

Mario Nardone, CFA

Effective: August 16, 2011

This Brochure Supplement provides information about the background and qualifications of Mario Nardone (CRD#3223250) in addition to the information contained in the Morris Financial Concepts, Inc. ("Morris Financial Concepts, Inc.") Brochure. If you have not received a copy of this Brochure or if you have any questions about the contents of the Brochure or this Brochure Supplement, please contact us at 843-884-6192

Additional information about Mario Nardone is available on the SEC's Investment Adviser Public Disclosure website at <http://adviserinfo.sec.gov>.

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107 Pitt Street
Mt. Pleasant, SC 29463

Phone: 843-884-6192 ♦ Fax: 888-957-0896

www.mfcplanners.com

Item 2 – Educational Background and Business Experience

MARIO NARDONE, CFA

Born: 1976

Education:

Bloomsburg University, PA - 1999
BS - Finance

Chartered Financial Analyst Institute - 2003
Chartered Financial Analyst

Business Background:

Chief Investment Officer and Chief Compliance Officer Morris Financial Concepts, Inc	2010 to Present
Manager, ETF Product Development Vanguard	1999 to 2010

Item 3 – Disciplinary Information

Morris Financial Concepts, Inc. and its advisory personnel value the trust you place in us. As we advise all clients, we encourage you to perform the requisite due diligence on anyone providing services to you.

There are no legal or disciplinary events to disclose regarding Mario Nardone.

However, we do encourage you to independently view the background of Mario Nardone on the Investment Adviser Public Disclosure website at <http://adviserinfo.sec.gov>. Select the option for Investment Adviser Representative and enter **3223250** in the field labeled “Individual CRD Number.”

Item 4 – Other Business Activities

Mr. Nardone dedicates the majority of his business time serving the needs of advisory Clients.

Item 5 – Additional Compensation

Mr. Nardone is solely compensated by Morris Financial Concepts, Inc. for the services provided to Clients. He does not receive any additional compensation or economic benefit from any unaffiliated person, company or organization in connection with the services provided to Clients of Morris Financial Concepts, Inc..

Item 6 – Supervision

Mr. Nardone serves as the Chief Investment Officer and Chief Compliance Officer of Morris Financial Concepts, Inc..

Morris Financial Concepts, Inc. has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Morris Financial Concepts, Inc.. Further, Morris Financial Concepts, Inc. is subject to regulatory oversight by various agencies. These agencies require registration by Morris Financial Concepts, Inc. and its employees. As a registered entity, Morris Financial Concepts, Inc. is subject to examinations by regulators, which may announced or unannounced. Morris Financial Concepts, Inc. is required to periodically update the information provided to these agencies and to provide various reports regarding firm business and assets.

Additional Info on Professional Designations

CFA Explanation Statement

The Chartered Financial Analyst (CFA) charter is a professional designation established in 1962 and awarded by CFA Institute. To earn the CFA charter, candidates must pass three sequential, six-hour examinations over two to four years. The three levels of the CFA Program test a wide range of investment topics, including ethical and professional standards, fixed-income analysis, alternative and derivative investments, and portfolio management and wealth planning. In addition, CFA charterholders must have at least four years of acceptable professional experience in the investment decision-making process and must commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

Morris Financial Concepts Inc.

Form ADV Part 2B – Individual Disclosure Brochure

for

Mary Elizabeth Ivy, CFP®

Effective: August 16, 2011

This Brochure Supplement provides information about the background and qualifications of Mary Elizabeth Ivy (CRD# 5652790) in addition to the information contained in the Morris Financial Concepts, Inc. ("Morris Financial Concepts, Inc.") Brochure. If you have not received a copy of this Brochure or if you any questions about the contents of the Brochure or this Brochure Supplement, please contact us at 843-884-6192

Additional information about Mary Elizabeth Ivy is available on the SEC's Investment Adviser Public Disclosure website at <http://advisorinfo.sec.gov>.

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107 Pitt Street
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Phone: 843-884-6192 ♦ Fax: 888-957-0896

www.mfcplanners.com

Item 2 – Educational Background and Business Experience

MARY ELIZABETH IVY, CFP®

Born: 1980

Education:

University of South Carolina - 2003
BS – Finance and Marketing

Financial Planning Board of Standards - 2009
CERTIFIED FINANCIAL PLANNER™

Business Background:

Investment Operations Manager
Morris Financial Concepts, Inc

2004 to Present

Item 3 – Disciplinary Information

Morris Financial Concepts, Inc. and its advisory personnel value the trust you place in us. As we advise all clients, we encourage you to perform the requisite due diligence on anyone providing services to you.

There are no legal or disciplinary events to disclose regarding Mary Elizabeth Ivy.

However, we do encourage you to independently view the background of Mary Elizabeth Ivy on the Investment Adviser Public Disclosure website at <http://adviserinfo.sec.gov>. Select the option for Investment Adviser Representative and enter **5652790** in the field labeled “Individual CRD Number.”

Item 4 – Other Business Activities

Ms. Ivy dedicates the majority of her business time serving the needs of advisory Clients.

Item 5 – Additional Compensation

Ms. Ivy is solely compensated by Morris Financial Concepts, Inc. for the services provided to Clients. Ms. Ivy does not receive any additional compensation or economic benefit from any unaffiliated person, company or organization in connection with the services provided to Clients of Morris Financial Concepts, Inc.

Item 6 – Supervision

Ms. Ivy serves as the Investment Operations Manager at Morris Financial Concepts, Inc.

Morris Financial Concepts, Inc. has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Morris Financial Concepts, Inc. Further, Morris Financial Concepts, Inc. is subject to regulatory oversight by various agencies. These agencies require registration by Morris Financial Concepts, Inc. and its employees. As a registered entity, Morris Financial Concepts, Inc. is subject to examinations by regulators, which may be announced or unannounced. Morris Financial Concepts, Inc. is required to periodically update the information provided to these agencies and to provide various reports regarding firm business and assets.

Additional Info on Professional Designations

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.