

Firm Brochure
(Part 2A of Form ADV)

INDEPENDENT FINANCIAL ADVISORS, INC.
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This brochure provides information about the qualifications and business practices of Independent Financial Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at: 501.753.0808, or by email at: veach@craftveach.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.

Additional information about Independent Financial Advisors, Inc. is available on the SEC's website at www.adviserinfo.sec.gov

MARCH 25, 2011

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 501.753.0808 or by email at: veach@craftveach.com.

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Advisory Business

Firm Description

Independent Financial Advisors, Inc., (“IFA”) was founded in 1994.

Independent Financial Advisors, Inc. provides personalized confidential investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, investment management, education funding, retirement planning, and estate planning.

Independent Financial Advisors, Inc. is strictly a fee-only investment management firm. The firm is not a “broker-dealer” and, as such, does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities (broker-dealers) that sell financial products or securities. The firm manages assets placed with qualified custodians like Schwab Institutional. No commissions in any form are accepted by our firm. No finder’s fees are accepted by our firm.

Investment advice is an integral part of planning for the future. In addition, Independent Financial Advisors, Inc. advises clients regarding cash flow, college planning, retirement planning, and estate planning.

Investment advice is provided, with the client making the final decision on investment selection. Independent Financial Advisors, Inc. does not act as a custodian of client assets. The client always maintains asset control. Independent Financial Advisors, Inc. places trades for clients under a limited power of attorney.

An evaluation of each client's initial situation is provided to the client. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

Principal Owners

Clifford Ray Veach, Jr., is a 50% stockholder.

John Paul Craft is a 50% stockholder.

Types of Advisory Services

Independent Financial Advisors, Inc. provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

On more than an occasional basis, Independent Financial Advisors, Inc. furnishes advice to clients on matters not involving securities, such as education and retirement planning matters and trust services that often include estate planning.

As of December 31, 2010, Independent Financial Advisors, Inc. managed approximately \$44,912,996 in assets for approximately 150 client households. All assets are managed on a discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented in our client relationship management system. Investment agreements and/or investment policy statements are created that reflect the stated goals and objective of our clients. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

Advisory Service/Investment Management Agreement

Most clients choose to have Independent Financial Advisors, Inc. manage their assets in order to obtain ongoing in-depth advice and life planning. If our clients so choose, we will review all aspects of the their financial affairs, including those of their minor children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service/Investment Management Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service/Investment Management Agreement includes investment management (including performance reporting). Other available services include education planning, retirement planning, as well as the assisting with the implementation of recommendations within each area.

The annual Advisory Service/Investment Management Agreement fee is based on a percentage of the investable assets as follows:

Annual asset management fees are 1% (0.25% quarterly)

The minimum annual fee is \$2,000 and is negotiable. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

All fees are negotiable.

Although the Advisory Service/Investment Management Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

Retainer Agreement

Independent Financial Advisors, Inc. does not currently require retainer fees.

Hourly Planning Engagements

Independent Financial Advisors, Inc. provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$125.

Asset Management

Assets are invested primarily in no-load mutual funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokers may charge a transaction fee for the purchase of some funds.

Occasionally, stocks and bonds may be purchased or sold through a brokerage account when appropriate. Brokerage firms may charge a fee for stock and bond trades. Independent Financial Advisors, Inc. does not receive any compensation in any form from fund companies or brokerage firms.

Investments may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are not available through Independent Financial Advisors, Inc.

Termination of Agreement

A client may terminate any of the aforementioned agreements at any time by notifying Independent Financial Advisors, Inc. in writing and paying the rate for the time spent on the investment advisory engagement prior to notification

of termination. If the client made an advance payment, Independent Financial Advisors, Inc. will refund any unearned portion of the advance payment.

Independent Financial Advisors, Inc. may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, Independent Financial Advisors, Inc. will refund any unearned portion of the advance payment.

Fees and Compensation

Description

Independent Financial Advisors, Inc. bases its fees on a percentage of assets under management and hourly charges.

Fees are negotiable.

Fee Billing

Investment management fees are billed quarterly, in arrears, meaning that the client is invoiced after the three-month billing period has ended. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Independent Financial Advisors, Inc., in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

New Advisory Service/Investment Management Agreement fees are calculated on a formula basis and adjusted for complexity of individual situations. The formula applies a percentage fee to total assets under management at the end of each quarter.

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company

charges 0.5% for their services. These fees are in addition to the fees paid by clients to Independent Financial Advisors, Inc.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted. In other words, quoted performance is net of the fees charged by the mutual fund companies.

Past Due Accounts and Termination of Agreement

Independent Financial Advisors, Inc. reserves the right to stop work on any account that is more than 30 days past due. In addition, Independent Financial Advisors, Inc. reserves the right to terminate any engagement where a client has willfully concealed or has refused, in our judgment, to provide pertinent information about relevant and material financial situations when necessary and appropriate to providing proper financial advice. Unearned portions of fees collected in advance, if any, will be refunded within 15 days.

Performance-Based Fees

Sharing of Capital Gains

Our fees are not based on a share of the capital gains or capital appreciation of managed securities.

Independent Financial Advisors, Inc. does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

Independent Financial Advisors, Inc. generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

The Firm's desired minimum account size is \$250,000 in assets under management, which equates to an annual fee of \$2,500.

When an account falls below \$200,000 in value, the minimum annual fee of \$2,000 is charged. Depending upon circumstances, Independent Financial Advisors, Inc. may enter into an hourly agreement with the client if assets have diminished significantly below \$200,000. Fees are negotiable.

Independent Financial Advisors, Inc. has the discretion to waive the account minimum. Accounts of less than \$200,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$250,000 within a reasonable time. Other exceptions may apply to employees of Independent Financial Advisors, Inc. and their relatives, relatives of existing clients, or others on a case-by-case basis.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, research materials prepared by others, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that Independent Financial Advisors, Inc. may use include Morningstar Principia mutual fund information, Charles Schwab & Company's Institutional research services, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation. We use passively-managed funds as core investments. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an advisory services/investment management agreement and an investment policy statement that establishes guidelines for and objectives of their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, and margin transactions. Because the Firm primarily uses mutual funds, option writing (including covered options, uncovered options or spreading strategies) is only conducted on a limited basis and only at the specific direction of the client.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keep these risks of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on

existing bonds become less attractive, causing their market values to decline.

- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in any legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Affiliations

Independent Financial Advisors, Inc. has arrangements that are material to its clients with a related entity who is an accounting firm.

Independent Financial Advisors, Inc. is affiliated with Craft, Veach & Company PLC through common ownership (Clifford Ray Veach and John Paul Craft are equal partners in the CPA firm) and physical location.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

The employees of Independent Financial Advisors, Inc. have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

Independent Financial Advisors, Inc. and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees must comply with the provisions of Independent Financial Advisors, Inc.'s, "Policies and Procedures Manual" (Compliance Manual) and Code of Ethics.

Personal Trading

The Chief Compliance Officer of Independent Financial Advisors, Inc. is Clifford Ray Veach, Jr. He reviews all employee trades each quarter. Mr. Veach's trades are reviewed by John Paul Craft. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades, the trades do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

Independent Financial Advisors, Inc. does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. Independent Financial Advisors, Inc. recommends custodians based on the proven integrity and financial stability

of the firm and the best execution of orders at reasonable transaction fee rates.

Independent Financial Advisors, Inc. recommends discount brokerage firms and trust companies (qualified custodians), such as Charles Schwab & Company. Independent Financial Advisors, Inc. uses Schwab Institutional for custody and trading services.

Independent Financial Advisors, Inc. receives no fees or commissions from Schwab Institutional.

Best Execution

Independent Financial Advisors, Inc. reviews the execution of trades at each custodian firm each quarter. The review is documented in Independent Financial Advisors, Inc.'s "Policies and Procedures Manual" (Compliance Manual). Trading fees charged by the custodians are also reviewed on an ongoing basis. Independent Financial Advisors, Inc. does not receive any portion of the trading fees.

Soft Dollars

Independent Financial Advisors, Inc. prohibits the use of "soft dollar" programs between itself and the account custodians recommended or suggested to clients. Independent Financial Advisors, Inc. receives no portion of any transaction fees charged by the account custodians recommended or suggested, nor does it receive any other incentives for recommending the account custodians to its clients. Independent Financial Advisors, Inc. does endeavor to negotiate the best possible terms and level of service between itself and account custodians for the direct benefit of Independent Financial Advisors, Inc.'s clients. Independent Financial Advisors, Inc. is able to access, without charge, research made available to Independent Financial Advisors, Inc. via the account custodian websites for the direct benefit of Independent Financial Advisors, Inc. clients.

Account custodians provide Independent Financial Advisors, Inc. with access to institutional trading and operations services, which are typically not available to the custodians' retail investors. These services generally are available to independent investment advisors at no charge, or at no charge as long as assets placed with the custodians exceed a minimum value. Custodians' services include research, brokerage, custody, access to mutual funds and other investments that are otherwise available only to institutional investors or would require a significantly higher minimum initial investment. Custodians also make available to Independent Financial Advisors, Inc. other products and services that benefit Independent Financial Advisors, Inc. but may not benefit its clients' accounts. Some of these other products and services assist Independent Financial Advisors, Inc. in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and

account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and other market data, facilitate payment of Independent Financial Advisors, Inc. fees from its clients' accounts, and assist with back-office support, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of Independent Financial Advisors, Inc. accounts, including accounts not maintained with the custodian providing the service. Custodians may also provide Independent Financial Advisors, Inc. with other services intended to help manage and further develop its business enterprise. These services include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, account custodians make available, arrange and/or pay for these types of services to Independent Financial Advisors, Inc. by independent third-parties. Account custodians may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Independent Financial Advisors, Inc.

Independent Financial Advisors, Inc. has received maintenance credits in prior years from Schwab Performance Technologies, a subsidiary of Charles Schwab & Company, because client assets are custodied at Schwab. The credits (discounts) were offsets to annual maintenance fees for our portfolio management software. All clients benefited from these credits as they reduced the firm's overall expenses. When the maintenance contract was renewed in 2010, the firm received no credits (or discounts) from Schwab Performance Technologies.

The selection of Charles Schwab & Company as a custodian for client accounts is not affected by this nominal credit (discount).

Order Aggregation

Most trades are for mutual funds where trade aggregation does not garner any client benefit. On an infrequent basis, the Firm may acquire bonds through an outside broker (trade away). In a trade away situation where multiple client accounts are targeted recipients of these bond blocks, acquisition costs and fees are allocated on a pro-rata basis across the client accounts.

Review of Accounts

Periodic Reviews

Account reviews are performed quarterly by our advisors. Quarterly reviews may or may not necessitate a client meeting. Account reviews are performed more frequently when market conditions dictate.

Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

Regular Reports

Account reviewers are the firm's own investment advisor representatives. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis. Advisory Service/Investment Management clients receive written quarterly performance reports.

Client Referrals and Other Compensation

Incoming Referrals

Independent Financial Advisors, Inc. has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. Other than as noted under "Solicitor Arrangement", the firm does not compensate referring parties for these referrals.

Referrals Out

Independent Financial Advisors, Inc. does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Solicitor Arrangements

Independent Financial Advisors, Inc. has entered into a Solicitor Agreement with Craft, Veach & Company PLC. Craft, Veach & Company is a CPA firm affiliated with Independent Financial Advisors, Inc. through common ownership. Under the terms of the agreement, Independent Financial Advisors, Inc. provides a referral fee to Craft, Veach & Company for client referrals. The referral fee is equal to one-half (50%) of the first year receipts from the referred business.

Client fees are not increased or otherwise impacted by the presence of this Solicitor Agreement.

Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by Independent Financial Advisors, Inc.

Investment Discretion

Discretionary Authority for Trading

Independent Financial Advisors, Inc. accepts discretionary authority to manage securities accounts on behalf of clients. Independent Financial Advisors, Inc. has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. If a blanket trading authorization has not been given, Independent Financial Advisors, Inc. consults with the client prior to each trade to obtain concurrence.

The client approves the custodian to be used and the transaction fees to be paid to the custodian. Independent Financial Advisors, Inc. does not receive any portion of the transaction fees paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in client accounts on the client's behalf so that we may promptly implement the investment guidelines that they have approved in writing.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. Clients sign a limited power of attorney so that we may execute the trades that the client has approved.

Voting Client Securities

Proxy Votes

Independent Financial Advisors, Inc. does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, Independent Financial Advisors, Inc. will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Financial Information

Financial Condition

Independent Financial Advisors, Inc. does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because Independent Financial Advisors, Inc. does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

Business Continuity Plan

General

Independent Financial Advisors, Inc. has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T1/DSL/Broadband communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up regularly and archived offsite.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

Independent Financial Advisors, Inc. has multiple advisors on hand to support Independent Financial Advisors, Inc. in the event of any one advisor's serious disability or death.

Information Security Program

Information Security

Independent Financial Advisors, Inc. maintains an information security program to reduce the risk that personal and confidential client information may be breached.

Privacy Notice

The Privacy Policy explains the following: protecting the confidentiality of our client information; who is covered by the Privacy Policy; the types of information we have about our clients and where it comes from, and the types of information we share, why and with whom.

Privacy Pledge

Respecting and protecting individual client privacy has been vital to our business. By sharing our Privacy Principles, we trust that our individual clients will better understand how we keep client information private and secure while using it to provide services and products. We know that clients are concerned with how their personal and financial information is treated.

Protecting the Confidentiality of Client Information

We take our responsibility to protect the privacy and confidentiality of client information very seriously. We maintain physical, electronic and procedural safeguards that comply with federal standards to store and secure information about our clients from unauthorized access, alteration, and destruction. Our control policies, for example, authorize access to personal information only by individuals who need access to do their work.

Who is covered by the Privacy Policy?

This Privacy Policy applies to individuals who are clients or former clients of Independent Financial Advisors, Inc. We provide our Privacy Policy to clients when they open a new account(s) and annually after that. If we materially change our Privacy Policy, we notify our clients of such change. Clients who receive information from us, or transact business with us, through the Internet are covered by the privacy policies posted on the web sites they visit.

Information We Have Collected About Our Clients

We limit the collection, use and retention of client information to what we reasonably believe will help us deliver superior service, to administer our

business, manage our risks, market our services, and to meet applicable laws and regulations.

For example, we may receive information about clients from various sources, including: a client request for Independent Financial Advisors, Inc.'s services such as their financial information on a new account application, a client account balance and transaction history; customer reporting agencies (credit bureau) such as client credit history, and information obtained from transactions with nonaffiliated third parties such as providers of mutual funds and variable annuities offered through Independent Financial Advisors, Inc.

Information We Share With Others

We share information we have about clients for legal and routine business reasons, as permitted by law. For example, we may share information with regulatory authorities and law enforcement officials, provide information to protect against fraud, report account activity to credit bureaus, share information with client consent, and give account information to companies that provide services to us or make our services available to clients. These companies may receive information about clients, but they are limited in their use of this information. In addition, it is often necessary to share client information with other companies, including our affiliate (Craft, Veach & Company), that assist us in normal and usual business activities including, but not limited to, account administration, client service, transactions processing and delivery of account statements. Other than stated above, we do not share personally identifiable information we have about clients with anyone nor do we sell any information about our client to anyone.

We comply with the USA Patriot Act, Section 326. Please read this important information about procedures for opening a new account.

To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account.

What this means for clients: When clients open an account, we will ask for the client's name, address, date of birth (for individuals), and other information that will allow us to identify the client. We may also ask to see the client's drivers license or other identifying documents.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

Independent Financial Advisors, Inc. requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of investment management. Examples of acceptable coursework include: an MBA, an AIF[®], a CFP[®], a CFA, a ChFC, a JD, a CTFA, an EA, a CPA, or a CPA/PFS. Additionally, advisors must have work experience that demonstrates their aptitude for investment management.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Public Accountant (CPA): Certified Public Accountants are licensed by the State's Board of Public Accountancy (www.nasba.org). CPA certification requirements:

- Bachelor's degree from an accredited college or university. Over the past decade many states have moved to the 150-Hour Rule requiring an MBA (or 150 hours of study with an undergraduate degree) in Accounting or Accounting-equivalent coursework.
- Successful completion of the CPA Exam.
- Qualifying full-time work experience (one to two years, depending of level of advanced education).
- 40 hours of annual continuing education.

Personal Financial Specialist (CPA/PFS): Personal Financial Specialists are certified by the American Institute of Certified Public Accountants' Personal Financial Planning section to use the CPA/PFS mark. CPA/PFS certification requirements:

- All of the preceding requirements to hold a CPA license.
- Membership in good standing with the American Institute of CPAs (www.aicpa.org).
- Attain a specified level of Personal Financial Planning experience.
- Earn a minimum of 80 hours of Personal Financial Planning education with a 5 year period.

- Successful completion of the Personal Financial Planning exam (or other qualifying securities exams)

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Accredited Investment Fiduciary (AIF®): Accreditation as an AIF® is offered through the Center for Fiduciary Studies located in Pittsburgh, PA (www.fi360.com). The AIF® designation demonstrates the focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to excellence. AIF® designee requirements:

- Completion of a specialized training program on investment fiduciary standards of care.
- Successfully pass a comprehensive examination.
- Comply with annual continuing education requirements.
- Pledge to abide by the designation's Code of Ethics.

CLIFFORD RAY VEACH JR., CPA/PFS

Date of birth:

- 1954

Educational Background:

- Graduated from Arkansas State University (1976) with a BS Degree in Accounting

Business Experience:

- President – Independent Financial Advisors, Inc. (1994 – Present)
- Partner – Craft, Veach & Company, PLC (1997 – Present)

Additional Compensation:

- Mr. Veach allocates approximately 50% of his time to Craft, Veach & Company, PLC where he is compensated as a partner of the firm.

Supervision:

- Mr. Veach is the President and Chief Compliance Officer of Independent Financial Advisors, Inc. As such he is supervised by John Paul Craft, also an Officer of the firm.
- Mr. Craft reviews Mr. Veach's work through frequent office interactions as well as remote interactions. Mr. Craft also reviews Mr. Veach's activities through the Firm's client relationship management system.
- John Paul Craft's contact information:
501.753.0808 craft@craftveach.com

JOHN PAUL CRAFT, CPA

Date of birth:

- 1952

Educational Background:

- Graduated from the University of Arkansas (1974) with a BSBA Degree in Accounting

Business Experience:

- Vice-President – Independent Financial Advisors, Inc. (1997 – Present)
- Partner – Craft, Veach & Company, PLC (1997 – Present)

Additional Compensation:

- Mr. Craft allocates approximately 100% of his time to Craft, Veach & Company, PLC where he is compensated as a partner of the firm.

Supervision:

- Mr. Craft is supervised by Clifford Ray Veach, President and Chief Compliance Officer of the firm.
- Mr. Veach reviews Mr. Craft's work through frequent office interactions as well as remote interactions. Mr. Veach also reviews Mr. Craft's activities through the Firm's client relationship management system.
- Clifford Ray Veach's contact information:
501.753.0808 veach@craftveach.com

JOHN MARTIN MUELLER, CPA

Date of birth:

- 1950

Educational Background:

- Graduated from Purdue University (1972) with a BS Degree in Economics and Finance

Business Experience:

- Investment Advisor Representative – Independent Financial Advisors, Inc. (2004 – Present)
- Retired (2001 – 2004)
- Corporate Treasurer/Controller – Alltel Corporation (1980 – 2001)

Supervision:

- Mr. Mueller is supervised by Clifford Ray Veach, President and Chief Compliance Officer of the firm.
- Mr. Veach reviews Mr. Mueller's work through frequent office interactions as well as remote interactions. Mr. Veach also reviews Mr. Mueller's activities through the Firm's client relationship management system.
- Clifford Ray Veach's contact information:
501.753.0808 veach@craftveach.com

SUSAN GERALDINE ROGERS, CPA/PFS, AIF®

Date of birth:

- 1957

Educational Background:

- Graduated from the University of Arkansas at Little Rock (1994) with a BS Degree in Accounting

Business Experience:

- Investment Advisor Representative – Independent Financial Advisors, Inc. (2011 – Present)
- Self-Employed – Susan G. Rogers, CPA/PFS, AIF® (2010 – 2011)
- Vice President/Financial Planner – ClientFirst Wealth Management, LLC (2010)
- Associate Planner – The Arkansas Financial Group, Inc. (2009)
- Vice President – Financial Management, Inc. (2000 – 2009)

Supervision:

- Ms. Rogers is supervised by Clifford Ray Veach, President and Chief Compliance Officer of the firm.
- Mr. Veach reviews Ms. Rogers' work through frequent office interactions as well as remote interactions. Mr. Veach also reviews Ms. Rogers' activities through the Firm's client relationship management system.
- Clifford Ray Veach's contact information:
501.753.0808 veach@craftveach.com