
BBJS Financial Advisors, LLC

Form ADV Part 2A Firm Brochure
1501 Fourth Avenue Suite 2880
Seattle, WA 98101
WFSERRES@BBJSLLP.COM
WWW.BBJSADVISORS.COM
March 28, 2011

This brochure provides information about the qualifications and business practices of BBJS Financial Advisors, LLC. BBJS Financial Advisors, LLC is a Registered Investment Advisor (RIA) located in Seattle, WA. If you have any questions about the contents of this brochure, please contact us at (206) 682-4840 or by e-mail at WFSERRES@BBJSLLP.COM. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

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

Item 2 – Material Changes

On July 28, 2010, the SEC published “Amendments to Form ADV” which amend the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated March 28, 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 contains certain new information.

In the future, this item will discuss only specific material changes that are made to the Brochure and we will provide clients with a summary of such changes. BBJS Financial Advisors, LLC will also reference the date of the last annual update of our Brochure. After the Advisor’s initial filing of this Brochure, this section entitled “Item 2 – Material Changes” will be used to provide clients with a summary of new and/or updated information. The Advisor will inform the client of the revision(s) based on the nature of the updated information.

Consistent with the new rules, BBJS Financial Advisors, LLC will ensure the client will receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of the Advisor’s business’ fiscal year. Furthermore, BBJS Financial Advisors, LLC will provide the client with other interim disclosures about material changes as necessary.

Item 3 – Table of Contents

Brochure Part 2A

| | | |
|----------------|--|-----------|
| Item 1 | Cover Page..... | 1 |
| Item 2 | Material Changes | 2 |
| Item 3 | Table of Contents | 3 |
| Item 4 | Advisory Business | 4 |
| Item 5 | Fees and Compensation | 5 |
| Item 6 | Performance-Based Fees and Side-by-Side Management | 7 |
| Item 7 | Types of Clients | 7 |
| Item 8 | Methods of Analysis, Investment Strategies and Risk of Loss | 8 |
| Item 9 | Disciplinary Information..... | 10 |
| Item 10 | Other Financial Industry Activities and Affiliations | 10 |
| Item 11 | Code of Ethics, Participation or Interest in Client Transactions and Personal Trading | 11 |
| Item 12 | Brokerage Practices | 11 |
| Item 13 | Review of Accounts | 12 |
| Item 14 | Client Referrals and Other Compensation | 13 |
| Item 15 | Custody | 13 |
| Item 16 | Investment Discretion | 14 |
| Item 17 | Voting Client Securities | 14 |
| Item 18 | Financial Information | 14 |
| Item 19 | Privacy Notification | 14 |

Item 4 - Advisory Business

BBJS Financial Advisors, LLC is an independent, fee-only comprehensive financial planning firm registered with the U.S. Securities and Exchange Commission (SEC) under the Investment Advisor Act of 1940. As a Registered Investment Advisor (RIA) BBJS Financial Advisors, LLC is held to a fiduciary standard of care putting its client's interests ahead of its own. We have been providing investment management and financial planning services since 2001.

BBJS Financial Advisors, LLC is located in Seattle, WA with clients located all across the United States and around the world.

BBJS Financial Advisors, LLC is wholly owned by William F. Serres II. The value of assets under management on December 31, 2010 was \$48,131,580. 100% of the assets are managed on a discretionary basis.

Typical BBJS Financial Advisors, LLC services are listed below with a brief description of each.

Investment Management: We provide investment management services for our client's investment accounts held at our third party custodian, Fidelity. After proper risk profiling and goal analysis is done, an Investment Policy Statement (IPS) is crafted that will serve as the guide by which all future investments will be made. Client assets are put into one of our customizable, model portfolios based on their tolerance for risk. Investments are made in a number of securities across multiple asset classes to build a broadly diversified, cost effective, and tax efficient portfolio. Most investments are made in mutual funds or exchange traded funds (ETF's). Separate account managers and private investment offerings are considered and may be used as well. More information about the investment management process can be found in Item 8 of this document.

Because the portfolios are tailored to each client based on their own unique set of circumstances, it is the client's responsibility to keep us informed of changes that may impact their investment goals, timeline, risk profile, etc. Clients may impose or remove limitations and restrictions on certain securities or asset classes at any time by letting us know in writing.

Investment Consultation: A thorough portfolio review of all client accounts (brokerage, IRA, 401(k) and other workplace retirement accounts) is completed for each client. Clients who engage our firm for this service are typically looking for a second opinion of their holdings and/or to help give them a better understanding of their overall asset allocation. Recommendations can be given for the client to implement on their own or an investment management proposal for BBJS Financial Advisors, LLC can be provided. Follow up meetings are encouraged but a separate engagement must be initiated.

Financial Planning: We realize that financial independence is most likely to be achieved with a comprehensive financial plan. A financial plan helps provide focus, set

realistic expectations, and adds clarity to client's complex financial lives. A six step process is used to better understand client needs which, in turn, allows us to better guide the client toward achievement of their financial goals.

Our six step process is as follows:

- Meeting with you.
- Gathering all the relevant information necessary to complete the work.
- Analyzing the data.
- Developing a plan.
- Implementing the recommendations by following the action plan developed.
- Monitoring the plan.

Financial planning engagements range from the basic (such as a simple life insurance review) to the complex (a comprehensive financial plan with retirement income analysis).

The suggestions and recommendations included in your financial plan will be advisory in nature, and we cannot guarantee the performance of any investment or insurance products which may be purchased to implement recommendations in your plan. The plan will also include financial projections based on assumptions about future events. We cannot vouch for the achievability of such projections as the assumptions about future events will not be accurate.

Item 5 - Fees and Compensation

BBJS Financial Advisors, LLC is a fee-only financial planning firm. By being fee only we are strictly prohibited in receiving commission based compensation which reduces potential conflicts of interest between our firm and our clients. Different agreements will be used depending on the work to be done for each client. Typical services we offer are listed below with a description of the applicable fees.

Investment Management: Our fees are based on a percentage of the assets under management. Generally, clients will be billed quarterly, in arrears, according to one of the following schedules. The client may choose either fee schedule when establishing a relationship with us. If a client determines that another fee schedule might be advantageous given their situation, they may change schedules by providing instructions in writing. All fees are negotiable.

| Assets Under Management | Annual Fees: |
|---|--------------|
| Amounts less than \$2 million | 1.00% |
| Amounts from \$2 million to \$4 million | .75% |
| Amounts from \$4 million to \$6 million | .50% |
| Amounts greater than \$6 million | .40% |

| Assets Under Management | Annual Fees: |
|--|--------------|
| Amounts up to \$3 million | 1.00% |
| Amounts from \$3 million to \$7 million | .60% |
| Amounts from \$7 million to \$10 million | .50% |
| Amounts greater than \$10 million | .40% |

The client authorizes BBS Financial Advisors, LLC and the custodian of the assets to charge the account for the amount of our advisory fee and to remit such fee to the us in accordance with required SEC procedures. These fees will be deducted from the account in which they were incurred, independently, and quarterly on a per account basis. In certain instances, the fee may be incurred in an account but deducted from a different client account (i.e. fees incurred in a qualified account are deducted from a taxable or non-qualified account). The client acknowledges that it is the client's responsibility to verify the accuracy of the fee calculation and that the custodian will not determine whether the fee is properly calculated. No increase in the annual fee shall be effective without prior written notification to the client.

BBS Financial Advisors, LLC uses Fidelity as its third party custodian for client accounts. Fidelity generally does not charge its advisor clients separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Fidelity or that settle into Fidelity accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

Mutual funds and ETF's also charge internal management fees, which are disclosed in a fund's prospectus. Such charges are exclusive of and in addition to our advisory fee. BBS Financial Advisors, LLC will not receive any portion of these various fees.

If a termination of the Advisor Agreement is desired the client must notify us in writing. Termination of this Agreement will not affect (1) the validity of any action previously taken by Advisor under the Advisor Agreement; (2) liabilities or obligations of the parties from transactions initiated before termination of the Advisor Agreement; or (3) Client's obligation to pay Advisor fees (pro rated through the date of termination). Upon the termination of the Agreement, the Advisor will have no obligation to recommend or take any action with regard to the securities, cash or other investments in the client account(s).

Note: Clients may terminate their Advisor Agreement within the first five days of signing without penalties and with a full refund.

Investment Consultation: Consultation engagements with us will be done on an hourly basis. The hourly charge for consultation services will range between \$140 - \$252 an hour. An estimate will be provided before any work is done and be billable upon completion of the work.

If a termination of the investment consultation agreement is desired before work is completed the client must notify us in writing and pay the rate billed prior to the notification of termination.

Financial Planning: All financial planning work to be done by BBS Financial Advisors, LLC will be done as an hourly engagement. The hourly charge for financial planning work will range between \$140 - \$252 an hour. An estimate will be provided before any work is done and be billable upon completion of the work. Financial planning fees may be waived if a client is also an investment management client with investable assets greater than \$1,000,000.

If a termination of the financial planning agreement is desired before work is completed the client must notify us in writing and pay the rate billed prior to the notification of termination.

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

BBS Financial Advisors, LLC does not charge performance-based fees and we do not participate in side-by-side management.

Item 7 – Types of Clients

This section of the brochure describes who we generally provide our services to. BBS Financial Advisors, LLC provides investment advisory and financial planning services to the following types of clients:

- Individuals and families
- Trusts
- Pension and profit sharing plans (other than participants); charitable organizations and/or foundations; and corporations, partnerships, LLC's, or other business entities.

BBS Financial Advisors, LLC requires that new clients have \$250,000 of investable assets to start an Investment Management agreement. We maintain the discretion to waive the account minimum. There are no minimum requirements for clients using us for investment consultation or financial planning services.

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

Methods of Analysis

BBJS Financial Advisors, LLC uses a variety of methods to determine security selection for client portfolios. Academic research, journals, subscription services, investment company research, internet research, and numerous periodicals are used to identify potential investments in client portfolios. Potential investments (mutual funds, exchange traded funds, separate account managers, private placements etc.) are screened on a number of factors that include, but are not limited to:

- Total costs associated with the investment.
- Liquidity of the investment vehicle.
- Potential tax advantages and/or disadvantages of the investment vehicle.
- Transparency of the investment approach.
- Investment performance history and statistical analysis of the security.

Once potential investments have been screened and become candidates for inclusion in the portfolio a thorough analysis is done on the security or securities being evaluated. Methods of analysis include, but are not limited to:

- Fundamental analysis: an approach to analyzing investments that strives to determine the underlying value of the security held by looking at information from earnings reports, balance sheets, and certain projections.
- Technical analysis: different charting techniques are used to evaluate securities to help determine points at which to buy and sell investment positions.
- Macroeconomic analysis: 217 leading economic indicators are used from 34 different countries to help determine which areas of the world have favorable economic conditions and those that do not. For instance, if we determine the European economy is showing signs of weakness based on the leading economic indicators we track, we may overweight other parts of the globe that are showing more positive economic indicators.

Security analysis is ongoing and different investments and sources of information will continue to be added as we deem appropriate.

Investment Strategies

BBJS Financial Advisors, LLC builds, implements, and monitors highly diversified portfolios invested in numerous asset classes in accordance with the long term strategic asset allocation outlined in the clients Investment Policy Statement (IPS). We have a proprietary three factor model that is used to help determine tactical changes to the strategic asset allocation as opportunities arise. A brief explanation of our asset allocation and investment model is below. Clients or prospective clients interested in learning more should contact our office at (206) 682-4840 to request more information.

Asset allocation: The portfolios we manage consist of equities and fixed income (stocks and bonds), different sized companies (large cap and small cap), different investments styles (value and growth), different geographic locations (United States, developing countries and developed countries) and different asset classes such as real estate, commodities, and alternative investments such as long/short equities and managed futures.

The primary purpose of asset allocation is to reduce risk in a portfolio by being invested across multiple asset classes that behave differently during different market cycles and through different economic and political events.

When building portfolios, we primarily use no transaction fee open ended mutual funds and exchange traded funds (ETF's) to gain exposure to the various asset classes mentioned above. The use of these products helps to reduce specific types of risk and helps ensure that clients are highly diversified as well as being invested in multiple asset classes. Different types of risk are outlined below in the section titled "Risk of Loss."

Investment model: BBS Financial Advisors, LLC built a proprietary three factor model that uses data collected from numerous sources to help determine its current investment allocation. Fundamental valuations of current or potential securities are determined, technical indicators of current or potential securities are examined, and an analysis of over 217 leading economic indicators is used. The model establishes the percent exposure all portfolios should have to the various equity asset classes in their portfolio. When the model is more positive, or bullish, larger percentages of investments are invested in long-only equity asset classes. When the model is more conservative, or bearish, larger percentages of investments are made in alternative asset classes that hedge or can go short in their positions.

The primary purpose of the model is to help reduce risk by tactically overweighting and underweighting asset class that behave differently during different market cycles.

Risk of Loss

BBS Financial Advisors, LLC takes many steps to help mitigate risk in the portfolios that are managed. None of the methods described above eliminate all types of investment risk. Investment risk is typically looked at on a spectrum of low risk to high risk. It is important to remember that even the lowest risk investments are subject to certain types of risks. To the extent that we recommend portfolio allocations that are exposed to the risks outlined below, a risk of loss remains.

- Interest rate risk – Fluctuations in interest rates may cause investment values to move up or down. When interest rates rise, prices of existing bonds must fall to make their yield more attractive. The opposite is true if interest rates fall.
- Market risk – The day-to-day potential for investments to experience losses from fluctuations in securities prices. Political and economic events are good examples of market risk.

-
- Inflation risk – Inflation risk is one of the biggest risks facing retirees today who do not have income to help offset the impacts of inflation. Inflation erodes the purchasing power of a dollar today making it worth less in the future.
 - Currency risk – Risk that arises from the change in price of one currency against another. Whenever investors have securities that are held outside the United States, they face currency risk when the positions are not hedged.
 - Reinvestment risk – The risk that future proceeds will have to be reinvested at a lower potential interest rate. This risk is most prevalent with fixed income investments.
 - Business risk – Risk associated with a particular company or industry. For example, the hotel industry has many risks that are different than the software industry.
 - Liquidity risk – The risk stemming from the lack of marketability of an investment that cannot be bought or sold quickly enough to prevent or minimize a loss.
 - Financial risk – The risk that a company will not have adequate cash flow to meet financial obligations.
 - Concentration risk – The risk that a large portion of the portfolio is invested in one particular company, industry or asset class.

Because the portfolios are tailored to each client based on their own unique set of circumstances, it is the client's responsibility to keep us informed of changes that may impact their investment goals, timeline, risk profile, etc.

Item 9 – Disciplinary Information

BBJS Financial Advisors, LLC is required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of the our business or integrity of our management.

BBJS Financial Advisors, LLC has no reportable disciplinary events to disclose.

Item 10 – Other Financial Industry Activities and Affiliations

BBJS Financial Advisors, LLC and the firm's related persons are not engaged in other financial industry activities and have no other industry affiliations. BBJS Financial Advisors, LLC is affiliated with a full service CPA firm, Bancroft Buckley Johnston and Serres LLP (BBJS LLP). William Serres is a partner in the CPA firm as well as sole owner of BBJS Financial Advisors, LLC. When a referral is made from BBJS Financial Advisors, LLC to BBJS LLP or vice versa, a potential conflict of interest exists.

Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

BBJS Financial Advisors, LLC has established rules of conduct code for all employees which are designed to govern personal securities trading in the accounts of its employees. The Code is based upon the principle that BBJS Financial Advisors, LLC and its employees owe a fiduciary duty to our clients to conduct our affairs in such a manner as to avoid (1) serving our own personal interests ahead of clients, (2) taking inappropriate advantage of our position with the firm and (3) any actual or potential conflicts of interest or any abuse of our position of trust and responsibility.

The Code is designed to ensure that the high ethical standard we have had continues to be applied. The purpose of the Code is to obviate activities which may lead to or give the appearance of conflicts of interest, insider trading, and other forms of prohibited or unethical business conduct.

We are prohibited from engaging in fraudulent, deceptive or manipulative conduct. Compliance with this section not only involves acting with honesty and good faith but it stipulates that we have a duty of utmost good faith to act solely in the best interest of our clients.

Trades in a client account are based on a number of factors. There are times in which multiple trades for the same security are being placed in several different client accounts. When multiple trades are placed, our trading software is utilized so that all the trades are placed as close together as possible and no preferential treatment is given to any accounts.

Clients and prospective clients may contact our office at (206) 682-4840 to request a full copy of our Code of Ethics policy.

Item 12 – Brokerage Practices

Investment management clients of BBJS Financial Advisors, LLC have their managed assets held at Fidelity. Other custodians are considered for clients whose assets aren't managed and the recommendation is based on the client's needs. We do not receive brokerage for client referrals and we don't allow directed brokerage by clients. When similar trades in different client accounts are done at the same time, no special treatment is used when determining which trades are placed first. Employees of BBJS Financial Advisors, LLC are not allowed to trade a position before client trades are placed.

BBJS Financial Advisors, LLC has an arrangement with National Financial Services LLC and Fidelity Brokerage Services LLC (collectively, and together with all affiliates, "Fidelity") through which Fidelity provides BBJS Financial Advisors, LLC with "institutional platform services." The institutional platform services include, among

others, brokerage, custody, and other related services. Fidelity's institutional platform services that assist BBS Financial Advisors, LLC in managing and administering clients' accounts include software and other technology that (1) provide access to client account data (such as trade confirmations and account statements); (2) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (3) provide research, pricing and other market data; (4) facilitate payment of fees from its clients' accounts; and (5) assist with back-office functions, recordkeeping and client reporting.

Fidelity also offers other services intended to help BBS Financial Advisors, LLC manage and further develop its advisory practice. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom BBS Financial Advisors, LLC may contract directly.

Fidelity is providing BBS Financial Advisors, LLC with certain brokerage and research products and services that qualify as "brokerage or research services" under Section 28(e) of the Securities Exchange Act of 1934 ("Exchange Act"). Some examples of these types of services include, but are not limited to:

- Research papers or white papers that analyze different investment and financial planning ideas.
- Conference calls with portfolio managers.
- Access to financial planning tools and calculators.
- Invitations to industry conferences that discuss timely and relevant investment and financial planning information.

Item 13 – Review of Accounts

Investment Management Services

Reviews: Underlying securities within accounts managed by BBS Financial Advisors, LLC are continually monitored. Client accounts are reviewed, at a minimum, quarterly to determine if any rebalancing needs to occur. More frequent reviews may occur if our proprietary model has shifted, client withdrawals or additions have occurred, or if there have been material changes in a client's individual circumstances. All accounts are reviewed by the firm's investment committee which includes William F. Serres II CFP®, CPA and David H. Lamp CFP®.

Reports: BBS Financial Advisors, LLC will issue quarterly performance statements for all clients showing the internal rate of return (IRR) net of all fees for their accounts. These reports are in addition to the monthly statements and trade confirmations produced by Fidelity. Clients will also have continuous web access (www.Fidelity.com) to view account statements and holdings.

Financial Planning Services

Reviews: While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Financial Planning clients unless otherwise contracted for.

Reports: Financial Planning clients will receive a completed financial plan or specific reports that were part of the agreement. Additional reports will not typically be provided unless otherwise contracted for.

Consulting Services

Reviews: While reviews may occur at different stages depending on the nature and terms of the specific agreement, typically no formal reviews will be conducted for Consulting Services clients unless otherwise contracted for.

Reports: Clients will receive the reports as contracted for based on the scope of the engagement. Additional reports will not typically be provided unless otherwise contracted for.

Item 14 – Client Referrals and Other Compensation

Incoming Referrals: BBS Financial Advisors, LLC has started the majority of its client relationships through referrals from clients, attorneys, CPA's, and other professionals. No compensation is paid to the referral sources for the referrals.

Outgoing Referrals: We may refer work to other professionals during the process of working with a client. For instance, an estate planning attorney may be referred if a client needs a will or trust established or updated. An insurance agent may be referred if the client needs new or more life insurance coverage. BBS Financial Advisors, LLC does not accept any form of compensation through referral fees or revenue sharing.

Item 15 – Custody

BBS Financial Advisors, LLC uses Fidelity as their independent, third party custodian for all investment management clients. Other third party custodians such as Schwab or TD Ameritrade are evaluated periodically to compare their services. Clients are encouraged to get on-line access to Fidelity so that they can have 24/7 access to their accounts. Fidelity will provide monthly statements to the address of record on the account or electronically depending on the client's preference. Clients are encouraged to review their account statements and compare them to those sent by BBS Financial Advisors, LLC.

Item 16 – Investment Discretion

Clients of our firm have the choice of establishing a discretionary investment management agreement or a non-discretionary investment management agreement. If a discretionary investment management agreement is entered into and signed, the client gives us limited power of attorney to place trades on their behalf without contacting them prior to each trade to obtain their permission. In all cases, however, such discretion is to be exercised in a manner that is consistent with the client's stated investment objectives and in accordance with their Investment Policy Statement (IPS).

Clients may limit discretionary authority at any time provided they give BBJS Financial Advisors, LLC written instructions.

Item 17 – Voting Client Securities

BBJS Financial Advisors, LLC does not vote proxies on securities held in client accounts. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in their portfolios.

Proxy voting is an important right of shareholders and reasonable diligence must be used to ensure that such rights are properly exercised. We will provide assistance if client's need help understanding how they should vote. If a conflict of interest exists, it will be disclosed to the client.

Item 18 – Financial Information

BBJS Financial Advisors, LLC has no negative financial circumstances to report. We do not require prepayment of fees or serve as a custodian for client funds or securities and, therefore, are not required to include a financial statement.

BBJS Financial Advisors, LLC has not been the subject of a bankruptcy petition at any time.

Item 19 – Privacy Notification

We are required by law to inform you of our policies regarding privacy of client information. We have been and continue to be bound by professional standards of confidentiality that are even more stringent than those required by law. Therefore, we have always protected your right to privacy.

Types of Nonpublic Personal Information We Collect

We collect nonpublic personal information about you that is provided to us by you or obtained by us with your authorization.

Parties to Whom We Disclose Information

For current and former clients, we do not disclose any nonpublic personal information obtained in the course of our practice except as required or permitted by law. Permitted disclosures include, for instance, providing information to our employees, and in limited situations, to unrelated third parties who need to know that information to assist us in providing services to you. In all such situations, we stress the confidential nature of information being shared.

We may be asked to disclose client data to Certified Financial Planner Board of Standards, Inc. (CFP Board) as part of complying with the CFP Board's *Code of Ethics and Professional Responsibility* and *Disciplinary Rules and Procedures*. If you prefer that we do not disclose nonpublic personal information about you to the CFP board, you may opt out of this disclosure by notifying us in writing.

Protecting the Confidentiality and Security of Current and Former Clients' Information

We retain records relating to professional services that we provide so that we are better able to assist you with your professional needs and, in some cases, to comply with professional guidelines. In order to guard your nonpublic personal information, we maintain physical, electronic, and procedural safeguards that comply with our professional standards.

Please call if you have any questions, because your privacy, our professional ethics, and the ability to provide you with quality financial services are very important to us.

BBJS Financial Advisors, LLC

The Gramm-Leach-Bliley Act and related Federal Trade Commission (FTC) regulations require that we provide you with this notice.