

Financial Designs of Virginia, Inc.
A
Registered Investment Advisor
(ADV Brochure)

Financial Designs of Virginia, Inc. (FDVA) is a fee based investment advisory firm. This brochure provides information about the firm, philosophy, approach to financial planning and advisory fees.

This brochure also summarizes information filed with the State Corporation Commission Division of Securities in Form ADV of the Investment Advisors Act of 1940. **FDVA** is a corporation established in 1982, and is registered with the Securities and Exchange Commission under the Investment Advisors Act of 1940. **FDVA** provides its services to individuals and corporations, pension and profit-sharing plans, as well as trusts, estates and charitable organizations. **FDVA** operates with the understanding that financial planning is not only a process, but also a relationship and trust that is developed with clients.

ADVISORY SERVICES

1. Comprehensive Financial Planning. Working with a client's other advisors, (e.g. attorney, accountant, banker, broker and/or insurance representative); **FDVA** becomes the coordinator of a carefully developed financial plan designed to address the client's goals. This approach encompasses six basic areas as follows:

- 1.) Risk Management, 2.) Investment Management, 3.) Tax Planning
- 4.) Educational Planning, 5.) Retirement Planning, 6.) Estate Planning

2. Managed Asset Portfolio (MAP). This is an investment advisory service in which mutual funds and variable annuities are utilized with the following objectives: diversification, reduce overall risk, and enhance total returns. **MAP** utilizes a diversified portfolio of historically better performing investments in several asset classes. The client is provided a variety of portfolio options from which they can select an approach reflecting a risk tolerance that matches their temperament. Although **FDVA** does not have custody of the client's funds or securities, it does provide investment advisory services in keeping with the desires and needs of the client.

MAP Clients receive quarterly status reports from **FDVA**. Necessary modifications for rebalancing the portfolio are typically recommended annually. The minimum portfolio is \$100,000.

3. Segmented Planning. This service is for the client who needs assistance in one or more of the six basic areas listed in item #1 above.

4. Divorce Financial Analysis. This service is for clients who require assistance with financial planning issues as they relate to divorce.

FEE SCHEDULE

1. Comprehensive Financial Plans - These fees range from \$500.00 to \$2,000.00, depending on the complexity of the plan. This provides @ 10% of **FDVA's** annual fee revenue.

2. MAP - One percent (1/2% for assets in excess of \$1,000,000) of the market value of the assets managed are billed in arrears annually or semi-annually as stated in the fee agreement. This provides @ 80% of **FDVA's** annual fee revenue.

3. Segmented Planning – The fee is \$200 per hour or as agreed to by the client and advisor prior to providing the services. This provides @ 5.0% of **FDVA's** annual fee revenue.

4. Divorce Financial Analysis – The fee is \$200 per hour or as agreed to by the client and advisor prior to providing the services. This provides @ 5.0% of **FDVA's** annual fee revenue.

Fees and minimum investments may be waived or reduced at the discretion of **FDVA**.

ADDITIONAL INFORMATION

*The above services are made available by representatives of **FDVA**. Each representative is affiliated with United Planners' Financial Services of America, a Limited Partnership and registered investment broker/dealer providing general security investments (e.g. stocks, bonds, mutual funds, unit trusts, variable life and annuity products, as well as limited partnerships). **FDVA** representatives also represent various life and health insurance companies. The sale of both investment and insurance products could provide a significant part of the representative's income by way of commissions, which could create a possible conflict of interest.*

***FDVA** and its representatives do not have general discretionary powers; however, limited discretionary powers can be given authorizing representatives to make telephone transfers for the benefit of clients.*

*Investment clients receive annual reports directly from their investment programs. It is the responsibility of the client to contact **FDVA** when material changes take place and for a review every two years.*

Individuals involved in making recommendations are licensed securities brokers and insurance agents and have at least five years experience in the financial service industry. (This can be modified in keeping with college degrees and/or involvement in CFP & CDFA studies).

*When advising investment clients **FDVA** uses the fundamental analysis investment strategy, which focuses on long-term economic trends. Resources used by **FDVA** are: financial newspapers, periodicals, magazines, computer research resources, annual reports, prospectuses and filings with the SEC.*

*Information regarding **FDVA** and the advisory services set forth in this brochure have not been passed upon or approved by the State Corporation Commission Division of Securities, nor has the State Corporation Commission Division of Securities passed upon or approved the qualifications or business practices described herein.*

Financial Designs of Virginia, Inc. Representatives

MICHAEL A. TRAVIS

Michael began his investment career in 1977 and in 1982 he co-founded Financial Designs of Virginia. In 1987 he earned the Certified Financial Planner® designation and he is registered as a Certified Financial Planner Practitioner. He has served as President and Chairman of The Hampton Roads Society of Financial Planners. Michael specializes in assisted retired and widowed clients in developing strategies to achieve financial security, and in efficiently transferring their wealth to their children and grandchildren. He has been a frequent speaker at public, private and corporate financial workshops. He and his wife Sherry have three children and they live in Virginia Beach.

LONNIE J. BROUSSARD

Lonnie is a partner in Financial Designs of Virginia, Inc. a registered investment advisor, and has been with the firm since 1986. Prior to this Lonnie served in the U.S. Navy and in various technical, management and personnel positions with Unisys Corporation. He is a registered representative of the Financial Industry Regulatory Authority (FINRA), and a member of the Hampton Roads Chapter of Financial Planning Association (FPA). Lonnie holds a Bachelor of Arts degree in Business from Saint Leo College, is a graduate of the College for Financial Planning CFP Program, and is a Certified Financial Planner Practitioner®.

He holds the designation of Certified Divorce Financial Analyst, and is a founding member of both Collaborative Divorce Solutions of Tidewater (CDST), and Virginia Collaborative Professionals (VaCP). Lonnie serves on the Board of Directors and as Treasurer of Union Mission Ministries. He and his wife Cathy have two adult children, and enjoy fellowship as members of New Life Providence Church in Virginia Beach. Originally from Texas, Lonnie and has resided in Virginia Beach with his wife Cathy and their family since 1974.

MARGARET V. LITTLE

Margaret began her financial services career in 1994 as an advisor with Dean Witter (which later merged with Morgan Stanley), and joined Financial Designs of Virginia in 2003. She earned the Certified Financial Planner® designation in 2001 and is a registered representative of the Financial Industry Regulatory Authority (FINRA). She is a Certified Divorce Financial Analyst, a founding member of Collaborative Divorce Solutions of Tidewater, and is also on the FINRA Roster of Neutral Arbitrators. Margaret is originally from New England, and earned her Bachelor of Arts in French from the University of North Carolina at Chapel Hill. She was a professional equestrian for many years before joining the investment community, and is a US Equestrian Federation judge in the discipline of Dressage. She is a member of Rotary International, Zonta International, and the World Affairs Council of Greater Hampton Roads. She and her husband Tim moved to Hampton Roads in 1987, and live in Suffolk.

FINANCIAL DESIGNS OF VIRGINIA, INC.

PRIVACY POLICY NOTICE

Our Promise to You

As a client of FDVA, you share both personal and financial information with us. Your privacy is important to us, and we are dedicated to safeguarding your personal and financial information.

Information Provided by Clients

In the normal course of doing business, we typically obtain the following non-public personal information about our clients:

- Personal information regarding our clients' identity such as name, address and social security number;
- Information regarding securities transactions effected by us; and
- Client financial information such as net-worth, assets, income, bank account information and account balances.

How We Manage and Protect Your Personal Information

We do not sell information about current or former clients to third parties, nor is it our practice to disclose such information to third parties unless requested to do so by a client or client representative or, if necessary, in order to process a transaction, service an account or as permitted by law. Additionally, we may share information with outside companies that perform administrative services for us. However, our contractual arrangements with these service providers require them to treat your information as confidential.

In order to protect your personal information, we maintain physical, electronic and procedural safeguards to protect your personal information. Our Privacy Policy restricts the use of client information and requires that it be held in strict confidence.

Client Notifications

We are required by law to annually provide a notice describing our privacy policy. In addition, we will inform you promptly if there are changes to our policy. We are also required to update our ADV annually. Please do not hesitate to contact us with questions about either of these items or to request a copy.