

Item 1 – Cover Page

BlueChip Financial Advisors, LLP

22 Hemingway Drive

401-435-4239

WWW.BCFA.NET

March 1, 2011

Form ADV, Part 2; our “Disclosure Brochure” or “Brochure” as required by the Investment Advisers Act of 1940 is a very important document between our Clients and BlueChip Financial Advisors (BCFA). This Brochure provides information about our qualifications and business practices.

***This brochure provides information about the qualifications and business practices of BCFA. If you have any questions about the contents of this brochure, please contact us at 401.435.4239 or [Jalemme@bcfa.net](mailto:Jalemme@bcfa.net). 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 BCFA is also available at the SEC’s website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) (click on the link, select “investment adviser firm” and type in our firm name). Results will provide you both Part 1 and 2 of our Form ADV.***

We are a registered investment adviser with the Securities and Exchange Commission. Our registration as an Investment Adviser does not imply any level of skill or training. The oral and written communications we provide to you, including this Brochure, is information which can be used to evaluate us (and other advisers) and assist in your decision to hire us or to continue to maintain a mutually beneficial relationship.

## Item 2 – Material Changes<sup>1</sup>

1. Initial Filing on March 1, 2011:
  - a. This is our “initial” filing of what we regard as “The New Part 2” of our Form ADV. As a result, this Document, dated March 1, 2011 is brand new. This document was developed in response to new requirements adopted and imposed by the Securities and Exchange Commission (SEC) under the Investment Advisers Act of 1940 (IA Act). As a result, this Disclosure “Brochure” is substantially different from previous versions and includes disclosures not specifically required by the Old Part II.
  - b. As a result, this “Brochure” should be considered “materially new” although you will recognize most of the disclosures as similar or identical to what you have read in the past.
2. In future filings, this section of the Brochure will address only those “material changes” that have been incorporated since our last delivery or posting of this document on the SEC’s public disclosure website (IAPD) [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).
3. We may, at any time, update this Brochure and either send you a copy or offer to send you a copy (either by electronic means (email) or in hard copy form).
4. If you would like another copy of this Brochure, please download it from the SEC Website as indicated above or you may contact our Chief Compliance Officer, John A Lemme at 401.435.4239 ext 101 or [Jalemme@bcfa.net](mailto:Jalemme@bcfa.net).

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<sup>1</sup> Material changes are a summary of what your firm has determined are “material” from the initial Part 2 or from a previous version.

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## Item 4 – Advisory Business

### Description of Advisory Services:

BCFA is a SEC Registered Investment Advisory firm domiciled in East Providence, RI. Its two principal partners are John A Lemme and Michael T Moretti. BCFA has been in business since 1998.

BlueChip Financial Advisors, LLP (“BCFA”) provides investment advice and supervisory services to its clients by advising on equities, warrants, certificates of deposit, municipal securities debt instruments, governmental securities and/or mutual fund shares in or for its client’s accounts which will provide proper diversification and help meet the client's stated investment objectives. BCFA provides non-discretionary investment supervisory services to its clients. The specific investment style chosen per client is based upon the goals, objectives, and individual needs of the client.

Approximately 40% of BCFA’s time shall be attributable to the provision of advice about securities and 60% of the applicant’s time to non-securities related matters. BCFA engages in broad-based financial planning which typically begins with extensive data gathering for the preparation of an extensive financial plan to help steer each client toward his expressed financial goal.

As of 2/1/2011, BCFA manages approximately \$41,000,000 in client assets on a fee basis. In addition, the principals of BCFA also manage approximately \$40,000,000 on a non-fee basis.

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## Item 5 – Fees and Compensation

The following is the Assets Under Management fee schedule for BCFA. All fees are subject to negotiation.

### Fee Schedule ~ For the Client

\$0	~	\$249,999	1.50%
\$250,000	~	\$999,999	1.25%
\$1 million	~	\$2.49 million	1.00%
\$2.5 million	~	\$4.99 million	.75%
\$5 million	~	+	.50%

Client Advisory Fees are charged in arrears based on the ending account balances of the preceding three (3) months. Fees are charged quarterly using the average of those preceding three months ending balance. Fees are calculated by multiplying the assets under management by the relevant percent and dividing such product by four (4). Accounts opened in mid-quarter

will be assessed at a prorated management fee. Fees may be lower based on individual circumstances. Fees shown are maximum per asset value. It is also disclosed that should the client choose to implement any financial planning recommendations using the services of BCFA, and the implementation involves the purchase of non fee-based financial products, BCFA may earn commissions resulting from these transactions.

BCFA can also charge an hourly fee for financial planning services. Hourly charges will not exceed \$250.00 per hour. The rate would be determined by the complexity of the plan. The fee would be agreed to by the client and advisor in advance and based on the services requested and complexity of the plan.

### Fee Payment Options

As indicated in our advisory agreement with you, there are two options you may select to pay for our services:

- Direct debiting (preferred): at the inception of the relationship and each quarter thereafter, we will notify your custodian of the amount of the fee due and payable to us through our fee schedule and contract. The custodian does not validate or check our fee, its calculation on the assets on which the fee is based. They will “deduct” the fee from your Account(s) or, if you have more than one account from the account you have designated to pay our advisory fees.
  - Each month, you will receive a statement directly from your custodian showing all transactions, positions and credits / debits into or from your account; the statements after the quarter end will reflect these transactions, including the advisory fee paid by you to us. Transactions are also available on-line.
- Pay-by-check: At the inception of the Account and each quarter thereafter, we issue you an invoice for our services and you pay us by check or wire transfer within 15 days of the date of the invoice.

### **Additional Fees and Expenses:**

Advisory fees payable to us do not include all the fees you will pay when we purchase or sell securities for your Account(s). The following list of fees or expenses are what you pay directly to third parties, whether a security is being purchased, sold or held in your Account(s) under our management. Fees charged are by the broker dealer / custodian.

We do not receive, directly or indirectly any of these fees charged to you. They are paid to your broker, custodian or the mutual fund or other investment you hold. The fees include:

- Brokerage commissions;
- Transaction fees;
- Exchange fees;
- SEC fees;

- Advisory fees and administrative fees charged by Mutual Funds (MF), Exchange Traded Funds (ETFs)
- Advisory fees charged by sub-advisers (if any are used for your account);
- Custodial Fees;
- Deferred sales charges (on MF or annuities);
- Odd-Lot differentials;
- Deferred sales charges (charged by MFs);
- Transfer taxes;
- Wire transfer and electronic fund processing fees;
- Commissions or mark-ups / mark-downs on security transactions ;
- Among others that may be incurred.

In addition, we do not have or employ any “Employee” at all that receives (directly or indirectly) any compensation from the sale of securities or investments that are purchased or sold for your fee-based account or to which we provide consulting expertise / services. As a result, we are a “fee only” investment adviser. We do not have any potential conflicts of interest present that relate to any additional (and un-disclosed) compensation from you or your assets that we manage.

When a product is needed for a client that is not available on a fee basis, the principals may receive a commission for its purchase. These transactions will be approved by the client in advance and no additional advisory fee will be assessed on the asset.

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

We do not charge advisory fees on a share of the capital appreciation of the funds or securities in a client account (so-called performance based fees). Our advisory fee compensation is charged only as disclosed above (Item 5).

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## **Item 7 – Types of Clients**

We provide our services to a number of Clients:

- Individuals, including high net worth individuals
  - Trusts, estates and charitable organizations
  - Private equity (Consulting only)
  - Corporations or other business entities
  - Taft-Hartley plans, governmental plans, municipalities
  - Not for profit entities
  - Among others.
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## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

The firm uses various sources of information for analysis. The sources used are:

- Financial publications
- Research materials provided by 3<sup>rd</sup> parties
- Ratings services
- Company press releases and annual reports
- 3<sup>rd</sup> party research software

The firm utilizes various investments strategies. The strategies include:

- Long term purchase (securities held more than one year)
- Short term purchase (securities held less than one year)
- Short sales
- Trading (securities sold within 30 days)
- Margin transactions

Risk of Loss:

All investments in securities include a risk of loss of your principal (invested amount) and any profits that have not been realized (the securities were not sold to “lock in” the profit). As you know, stock markets and bond markets fluctuate substantially over time. In addition, as recent global and domestic economic events have indicated, performance of any investment is not guaranteed. As a result, there is a risk of loss of the assets we manage that may be out of our control. We will do our very best in the management of your assets; however, we cannot guarantee any level of performance or that you will not experience a loss of your account assets.

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## **Item 9 – Disciplinary Information**

We do not have any legal, financial or other “disciplinary” item to report to you. We are obligated to disclose any disciplinary event that would be material to you when evaluating us to initiate a Client / Adviser relationship, or to continue a Client /Adviser relationship with us.

This statement applies to our Firm, and every employee.

## Item 10 – Other Financial Industry Activities and Affiliations

- 1) BCFA does sell products or services other than investment advice to clients. The principals of BCFA and its Investment Advisor Representatives (IAR) also provide services and products other than providing investment advice.

Various Investment Advisor Representatives (IAR's) associated with BCFA may also be partners and/or employed by and affiliated with certified public accounting firms. These accounting firm's services include auditing financial statements and other financial statement services, preparing tax returns and related accounting, business and tax services. Our IAR's may recommend these accounting firms to clients in need of tax, accounting or business consulting services. These services will be separate from the advisory services provided by BCFA.

IARs associated with BCFA are also engaged in activities outside the scope of primarily giving investment advice. These activities include the sale of investment products, insurance products, financial planning and accounting and tax services. BCFA only sells non fee-based investment products through its Broker-Dealer. The sale of any insurance product may result in commissions being paid to IARs of BCFA. John A. Lemme, Michael T. Moretti, William Delmage, and Paul Long are registered representatives of TRIAD Advisors, a broker dealer. TRIAD is not affiliated with BCFA. A client may choose any broker-dealer to execute his/her securities transactions. If BCFA is selected to assist in the execution of any client's non fee-based securities transactions, they will utilize TRIAD as the broker-dealer, or if applicable, any broker-dealer with which they are dually registered. They may receive commissions in connection with such transactions effected through that broker-dealer. However, as investment advisors, we will always ascertain the best method of execution for securities transactions and inform our clients as to our findings. Client may pay higher commissions as a result of trades executed through a broker-dealer affiliated with or recommended by BCFA.

- 2) BCFA does not have any arrangements, oral or in writing, where it is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients.

With respect to advisory clients that are accounts regulated under the Employee Retirement Income and Security Act ("ERISA") or individual retirement accounts ("IRA"), Investment Advisor Representatives (IAR's) of BCFA provide general investment advice about the merits and risk of several investment alternatives. They have no discretionary authority or control, whatsoever, with respect to ERISA or IRA accounts. The Plan fiduciary for ERISA accounts must make the investment decision about the inclusion of any products based on his/her understanding of the Plan's needs and objectives, and they are in no way responsible for any investment decisions. The Plan fiduciary is free to seek independent advice about the appropriateness of any investment for the Plan. Any advisory fees BCFA may receive for ongoing advisory services to ERISA or IRA accounts are reduced by the amount of any commissions or Rule 12b-1 fees that they receive attributable to these accounts. This offset does not apply to onetime generic financial plans or to investment education provided with the

Department of Labor's Sections 404(c) guidelines. Clearing, custody or other brokerage services may be provided by National Financial Services LLP or Fidelity Brokerage Services LLC which are members of the FINRA, NYSE and SIPC.

BCFA has arrangements with Fidelity Brokerage Services LLC RIA Group who offers various advisory programs.

BCFA has a contractual arrangement with accounting firms whose individuals are licensed as investment advisory representatives with BCFA. These individuals primary business consists of providing their clients with accounting services. These individuals are certified public accountants and registered as advisory representatives with BCFA. These arrangements will result in fee sharing between the RIA rep and BCFA. Up to 50% of all net client fees are returned to CPA firm.

BCFA may provide non-commissionable Life Insurance contracts to clients on a fee basis. Fees will be agreed by client before acceptance of Life Insurance contract and will not exceed \$10,000.

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## **Item 11 – Code of Ethics**

Since the firm members and his/her families may invest in such things as mutual funds, stocks, bonds, limited partnerships about which BCFA may render advice, the firm makes full disclosure to clients in advance. It is further noted that the firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988.

BCFA has adopted a Code of Ethics to ensure that securities transactions by the BCFA's employees are consistent with the firm's fiduciary duty to its clients and to ensure compliance with legal requirements and BCFA's standards of business conduct. BCFA requires transaction confirmation and quarterly reporting. A written copy of the BCFA's Code of Ethics is available upon request.

As required by regulation (and because it's good business), we have adopted a Code of Ethics that governs a number of potential conflicts of interest we have when providing our advisory services to you. This Code of Ethics is designed to ensure we meet our fiduciary obligation to you, our Client (or Prospective Client) and to drive home a Culture of Compliance within our firm.

An additional benefit of our Code is to detect and prevent violations of securities laws, including our obligations we owe to you.

Our Code is comprehensive, is distributed to each employee at the time of hire, and annually thereafter (if there are changes). We also supplement the Code with annual training and on-going monitoring of employee activity.

Our Code includes the following:

- Requirements related to the confidentiality of your personal information;
- Prohibitions on:
  - Insider trading (if we are in possession of material, non-public information);
  - Rumor mongering;
  - The acceptance of gifts and entertainment that exceed our policy standards;
- Reporting of gifts and business entertainment;
- Pre-clearance of employee and firm transactions; the two principals pre-clear all purchases and sales relating to BCFA activates
- Reporting (on an on-going and quarterly basis) all personal securities transactions (what we call “reportable securities” as mandated by regulation); and,
- On an annual basis, we require all employees to re-certify to our Code, identify members of their household and any account to which they have a beneficial ownership (they “own” the account or have “authority” over the account), securities held in certificate form and all securities they own at that time).

Our Code does not prohibit personal trading by employees (or our firm). As you may imagine, as a professional investment adviser, we follow our own advice. As a result, we may purchase or sell the same or similar securities (or securities that are suitable for an employee or related account but not suitable for any client, including you) at the same time that we place transactions for your account and the accounts of our other Clients.

You may request a complete copy of our Code by contacting us at the address, telephone or email on the cover page of this Part 2; attn.: Chief Compliance Officer.

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## **Item 12 – Brokerage Practices**

Directed Brokerage:

Unless the client instructs BCFA otherwise, BCFA may place orders for the execution of transactions through Fidelity and/or TRIAD or a broker/dealer as client may select, and while complying with Section 28(e) of the Securities Exchange Act of 1934, may pay a commission on transactions in excess of the amount of commission another broker or dealer would have charged. Commissions paid are generally not higher than those obtainable from other brokers for similar transactions and which BCFA believes to be in the best interests of its client, taking into consideration in addition to access to and quality of research resources, execution capability, market services, timely response, and other services provided by BCFA which are expected to enhance the general portfolio management capabilities of BCFA.

Research and Other Soft Dollar Benefits: BCFA does not accept Soft Dollar Benefits

Brokerage For Client Referrals – Not applicable, Prohibited by Policy

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## **Item 13 – Review of Accounts**

1) Described below is the review and reviewers of the accounts.

Once per year, BCFA will offer to meet with client and review and evaluate the investment in terms of performance and suitability for their portfolio and financial goals. Clients can request to meet with BCFA at anytime during normal business hours in addition to the annual meeting. In addition, BCFA will be available to discuss and make suitable recommendations on any other financial topic within BCFA's field of knowledge. All client accounts will be reviewed on a semi-annual basis to determine if they remain suitable to the clients changing needs or as clients inform BCFA of any life changing events. Reviews are conducted by the two principals of BCFA.

2) Described below is the nature and frequency of regular reports to clients on their accounts.

In January of each year, Clients will receive year-end account summaries of the previous year from the custodians. The summaries simply lists all stocks, bonds, mutual funds, LLP's, CD's, annuities, their account numbers and total interest, dividends and capital gains. No commentary or advice is given. The clients also receive brokerage transaction confirmations and monthly statements from the custodian of the account.

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## **Item 14 – Client Referrals and Other Compensation**

BCFA does not have arrangements, oral or in writing, where it directly or indirectly compensates any non-affiliated person for client referrals.

BCFA has a contractual arrangement with accounting firms whose individuals are licensed as investment advisory representatives with BCFA. These individuals primary business consists of providing their clients with accounting services. These individuals are certified public accountants and registered as advisory representatives with BCFA. These arrangements will result in fee sharing between RIA rep and BCFA. Up to 50% of all net client fees are returned to RIA Rep.

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## **Item 15 – Custody**

We do not have custody of client accounts. Our fees are deducted quarterly from client accounts and transferred to us in accordance with our signed agreement with the client. Clients should receive at least quarterly statements from the broker/dealer, bank or other custodian that holds and maintains client's investment assets. Clients are urged to carefully review such statements as they are received.

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## Item 16 – Investment Discretion

BCFA does not have the authority to determine, without obtaining specific client consent, the:

- Securities to be bought or sold
- Amount of the securities to be bought or sold
- Broker or dealer to be used
- Commission rates paid
- *Exceptions...in order to satisfy cash requirements for Client Distributions or for quarterly fee deductions, BCFA may sell Client Positions in order to have cash available to meet these obligations. BCFA will use their best judgment as to time, type and amount of the trades.*

Unless the client instructs BCFA otherwise, BCFA may place orders for the execution of transactions through Fidelity and/or TRIAD or a broker/dealer as client may select, and while complying with Section 28(e) of the Securities Exchange Act of 1934, may pay a commission on transactions in excess of the amount of commission another broker or dealer would have charged. Commissions paid are generally not higher than those obtainable from other brokers for similar transactions and which BCFA believes to be in the best interests of its client, taking into consideration in addition to access to and quality of research resources, execution capability, market services, timely response, and other services provided by BCFA which are expected to enhance the general portfolio management capabilities of BCFA.

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## Item 17 – Voting Client Securities (i.e., Proxy Voting)

BCFA shall not take any action or render any advice with respect to the voting of proxies solicited by, or with respect to, the issuers of any securities held in the accounts.

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## Item 18 – Financial Information

Registered investment advisors are required in this item to provide you with certain financial information or disclosures about BCFA's financial condition. BCFA 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.

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## Item 19 – Requirements for State-Registered Advisers

BCFA is a federally registered RIA

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## Form ADV Part 2B Brochure Supplement

**John A. Lemme**  
BlueChip Financial Advisors, LLP  
22 Hemingway Drive  
401-435-4239  
WWW.BCFA.NET

March 1, 2011

This Brochure Supplement provides information about John Lemme that supplements the BlueChip Financial Advisors, LLP's ("BFCA") Form ADV Part 2 Brochure. Please contact John Lemme, Managing Partner & Chief Compliance Officer if you did not receive BFCA's Brochure or if you have any questions about the contents of this supplement.

Additional information about John Lemme is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience:**

*John Angelo Lemme, ChFC, CLU, CFS, CRPC*

*Managing Partner/CCO*

Born 1943

Bryant College, Smithfield, RI

American College, Bryn Mawr, PA

Advisory Rep. Blue Chip Financial 1999- Present

Registered Rep. G. R. Phelps, 1993-1997

Registered Rep. MML Investors 1997-2005

Registered Rep. TRIAD Advisors, 2005 - Present

### **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 each supervised person providing investment advice. Mr. Lemme has no disciplinary history to disclose.

### **Other Business Activities**

Registered Representative of Triad Advisors, Norcross, GA

### **Additional Compensation**

Sales of insurance products

### **Supervision**

Mr. Lemme is the Managing Partner and Chief Compliance Officer for BFCA, therefore, he is responsible for his own supervision and that of all other investment adviser representatives of BFCA. He can be contacted at 401-435-4239.

## Form ADV Part 2B Brochure Supplement

**Michael T. Moretti**  
BlueChip Financial Advisors, LLP  
22 Hemingway Drive  
401-435-4239  
WWW.BCFA.NET

March 1, 2011

This Brochure Supplement provides information about Michael T. Moretti that supplements the BlueChip Financial Advisors, LLP's ("BCFA") Form ADV Part 2 Brochure. Please contact John Lemme, Managing Partner & Chief Compliance Officer if you did not receive BCFA's Brochure or if you have any questions about the contents of this supplement.

Additional information about John Lemme is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience:**

*Michael T. Moretti*

*Partner*

Born 1971

Bryant College, Smithfield, RI

Accountant, Citizens Financial Group, 1994-2003

Registered Rep. MML Investors 2003-2005

Advisory Rep. Blue Chip Financial 2003-Present

Registered Rep. TRIAD Advisors, 2005-Present

### **Disciplinary Information**

None

### **Other Business Activities**

Registered Representative of Triad Advisors, Norcross, GA

### **Additional Compensation**

Sales of insurance products

### **Supervision**

All accounts held by BCFA are directly supervised by the two principals all supervised persons cannot trade, open, or make changes to account. All such changes are made by the principals only. Principals are John A Lemme, Managing Partner and Michael Moretti, Partner. Located at 22 Hemingway Drive, East Providence, RI 02915, and may be contacted at 401.435.4239.

## Form ADV Part 2B Brochure Supplement

**Clifford J Deck, CPA, PPS, CFP**  
**BlueChip Financial Advisors, LLP**  
**22 Hemingway Drive**  
**401-435-4239**  
**WWW.BCFA.NET**

March 1, 2011

**This Brochure Supplement provides information about Clifford J Deck that supplements the BlueChip Financial Advisors, LLP's ("BFCA") Form ADV Part 2 Brochure. Please contact John Lemme, Managing Partner & Chief Compliance Officer if you did not receive BFCA's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about John Lemme is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Educational Background and Business Experience:**

*Clifford J Deck*

Born 1954

Bryant College, Smithfield, RI

CPA/President, Clifford J. Deck, CPA Inc. 1992-Present

Advisory Rep. Blue Chip Financial 1999-Present

### **Disciplinary Information**

None

### **Other Business Activities**

Primary business is a Certified Public Accountant and income derived from those duties

### **Additional Compensation**

None

### **Supervision**

All accounts held by BCFA are directly supervised by the two principals all supervised persons cannot trade, open, or make changes to account. All such changes are made by the principals only. Principals are John A Lemme, Managing Partner and Michael Moretti, Partner. Located at 22 Hemingway Drive, East Providence, RI 02915, and may be contacted at 401.435.4239.

## **Form ADV Part 2B Brochure Supplement**

**William M Delmage, RFP**  
**BlueChip Financial Advisors, LLP**  
**22 Hemingway Drive**  
**401-435-4239**  
**WWW.BCFA.NET**

March 1, 2011

**This Brochure Supplement provides information about William M Delmage that supplements the BlueChip Financial Advisors, LLP's ("BCFA") Form ADV Part 2 Brochure. Please contact John Lemme, Managing Partner & Chief Compliance Officer if you did not receive BCFA's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about John Lemme is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Educational Background and Business Experience:**

*William M. Delmage*

Born 1959

Central Connecticut State, New Britain, CT

Registered Rep. MML Investors 1996-2005

Agent, Connecticut Mutual Life Ins. 1992-1997

Sales Rep., Mass Mutual Insurance Co. 1997-Present

Investment Adviser, Blue Chip Financial 2000 to Present

Registered Rep. TRIAD Advisors, 2005 - Present

### **Disciplinary Information**

None

### **Other Business Activities**

Registered Representative of Triad Advisors, Norcross, GA

### **Additional Compensation**

Owner of WD & Associates for the sale of insurance

### **Supervision**

All accounts held by BCFA are directly supervised by the two principals all supervised persons cannot trade, open, or make changes to account. All such changes are made by the principals only. Principals are John A Lemme, Managing Partner and Michael Moretti, Partner. Located at 22 Hemingway Drive, East Providence, RI 02915, and may be contacted at 401.435.4239.

## **Form ADV Part 2B Brochure Supplement**

**Judith P Higgins, CPA**  
**BlueChip Financial Advisors, LLP**  
**22 Hemingway Drive**  
**401-435-4239**  
**WWW.BCFA.NET**

March 1, 2011

**This Brochure Supplement provides information about Judith P Higgins that supplements the BlueChip Financial Advisors, LLP's ("BFCA") Form ADV Part 2 Brochure. Please contact John Lemme, Managing Partner & Chief Compliance Officer if you did not receive BFCA's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about John Lemme is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Educational Background and Business Experience:**

*Judith P Higgins*

Born 1952

Bryant College, Smithfield, RI

Owner, Higgins Financial Advisors 1990-Present

Advisory Rep., Blue Chip Financial 2001-Present

### **Disciplinary Information**

None

### **Other Business Activities**

Primary business is a Certified Public Accountant and income derived from those duties

### **Additional Compensation**

Lincoln Bar & Grill Inc. – Inherited interest

### **Supervision**

All accounts held by BCFA are directly supervised by the two principals all supervised persons cannot trade, open, or make changes to account. All such changes are made by the principals only. Principals are John A Lemme, Managing Partner and Michael Moretti, Partner. Located at 22 Hemingway Drive, East Providence, RI 02915, and may be contacted at 401.435.4239.

## Form ADV Part 2B Brochure Supplement

**Paul J Long, CLU, ChFC**  
BlueChip Financial Advisors, LLP  
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WWW.BCFA.NET

March 1, 2011

This Brochure Supplement provides information about Paul J Long that supplements the BlueChip Financial Advisors, LLP's ("BCFA") Form ADV Part 2 Brochure. Please contact John Lemme, Managing Partner & Chief Compliance Officer if you did not receive BCFA's Brochure or if you have any questions about the contents of this supplement.

Additional information about John Lemme is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience:**

*Paul J Long*

Born 1947

Shepherd College, Shepherdstown, WV

American College, Bryn Mawr, PA

Agent, Massachusetts Mutual Life Ins. 1973-2005

Registered Rep., MML Investors 1996-2005

Advisory Rep., Blue Chip Financial Advisors 2001-Present

Registered Rep. TRIAD Advisors, 2005 - Present

### **Disciplinary Information**

None

### **Other Business Activities**

Registered Representative of Triad Advisors, Norcross, GA

### **Additional Compensation**

Sales of insurance products

### **Supervision**

All accounts held by BCFA are directly supervised by the two principals all supervised persons cannot trade, open, or make changes to account. All such changes are made by the principals only. Principals are John A Lemme, Managing Partner and Michael Moretti, Partner. Located at 22 Hemingway Drive, East Providence, RI 02915, and may be contacted at 401.435.4239.