

FIRM BROCHURE  
Item 1 Cover Page

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This brochure provides information about the qualifications and business practices of ETFidea, LLC. If you have any questions about the contents of this brochure, please contact us at 315-472-6221 or by email at [wkriesel@etfidea.com](mailto:wkriesel@etfidea.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 ETFidea, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Material Changes

There are no material changes to this brochure from prior brochures. Therefore, this Item is not applicable.

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#### **Item 4 Advisory business**

ETFidea was formed on June 13, 2002, and has been providing asset management services since inception.

ETFidea is a wholly owned subsidiary of Diversified Capital Management, LLC. Members of ETFidea, LLC, William Kriesel and Roy Moro are also members of Diversified Capital Management, LLC. Diversified Capital Management, LLC is a brokerage firm offering its clients traditional brokerage services. The members of Diversified Capital Management, LLC, are also Registered Principals of Cadaret, Grant & CO., Inc. Diversified Capital Management, LLC, Cadaret, Grant & Co., Inc., and the Applicant are all separate entities.

ETFidea, through Diversified Capital Management has two principal owners, William Kriesel and Roy Moro. The educational and professional backgrounds for Bill and Roy are as follows:

**William T. Kriesel** - Born in 1964

B.S. - Accounting from Lemoyne College, Syracuse, NY

11/2007 - Present - Member - B&C Planning Services, LLC

01/2006 - Present - Bower's & Company, CPA's - Partner in the Tax and Financial Planning Department

08/2003 - Present - Member -ETFidea, LLC

08/2003 - Present - Investment Adviser Representative of ETFidea, LLC

10/1999 - Present - Registered Representative with Cadaret, Grant & Co., Inc.

11/1998 - Present - Registered Representative of Diversified Capital Management, LLC

07/1993 - 12/2005 - Partner in charge of Taxation - Grimaldi & Nelkin P.L.L.C

**Roy P. Moro** - Born in 1945

Completed 3 years of classes at the University of Maryland

08/2003 - Present - Member - ETFidea, LLC

08/2003 - Present - Investment Adviser Representative of ETFidea, LLC

10/1999 - Present - Registered Representative and Principal with Cadaret, Grant & Co., Inc.

11/1998 - Present - Registered Representative and Principal of Diversified Capital Management, LLC

03/1992 - 11/1999 - Connecticut General Life Insurance Company

ETFidea, LLC is a Registered Investment Advisor with the Securities and Exchange Commission (SEC), and will employ at least one Investment Adviser

Representative (IAR). ETFidea, LLC provides a variety of advisory services including, but not limited to, investment supervisory services, managing investment advisory accounts not involving investment supervisory services, and furnishing investment advice through consultations not involving investment supervisory services.

IAR(s) of the ETFidea may offer to provide investment advisory services to clients where custody of the account is maintained at Fidelity Investments, Pershing, LLC or other custodians. At a minimum, each client will receive confirmation of all trades, monthly statements of activity and balances, and quarterly consolidated appraisals with asset performance calculations.

IAR's of the ETFidea may enter into solicitation agreements with various investment advisors or money managers that offer one or more services, such as money management or asset allocation. Under such agreements, the client pays a management fee to the advisory firm or money manager based on the amount of assets under management. ETFidea or its IARs are normally paid a fixed portion of the manager's fee as a solicitor agent, as outlined in the solicitation agreement between the ETFidea and the money manager, in exchange for introducing clients to the advisory firm.

The Advisor and its IARs provide investment and portfolio management services where the advice provided is tailored to the specific needs and objectives of the client. We will, with the client, assess the risk tolerance of the client and recommend a portfolio that is within the risk tolerance range established and planned to meet the goals of the client. In implementing the portfolio, ETFidea or its IARs will primarily utilize Exchange-Traded Funds (ETF's), Individual Fixed Income Securities, or Bond Funds. The Advisor or its IARs may include other security types it may deem prudent. Each IAR has their own investment strategy which they will disclose to their clients, and design portfolios to achieve their client's investment goals. IARs will select Pershing, LLC (Pershing) or Fidelity Brokerage Services LLC, (Fidelity) to act as custodian for the accounts.

As of December 31, 2010, ETFidea managed \$45,600,000 of assets, of which \$37,100,000 was on a discretionary basis and \$8,500,000 was non-discretionary.

## **Item 5 Fees and compensation**

ETFidea charges for services in three distinct ways. A flat fee can be negotiated for financial planning services, an hourly rate, not exceeding \$175 per hour may be charged for limited engagements, or an asset management fee. In excess of 90% of ETFidea's fees are asset management fees. Flat fees and hourly fees are for financial planning services, including but not limited to:

- (a) Education Planning
- (b) Estate Planning
- (c) Tax Planning
- (d) Investment Planning
- (e) Risk Management
- (f) Death, Disability and Retirement Planning

Asset Management fees are computed as follows:

The maximum annual asset management fee charged will be 2.50% plus an account administrative fee of one hundred dollars per quarter for accounts with less than one hundred thousand dollars. Fees are billed in advance of each calendar quarter based on the value of the account on the last business day of the ending quarter, and if applicable, an administrative fee. The Applicant will send a quarterly billing invoice to the client and the custodian setting forth the fee due in advance for that quarter and the manner in which the fee is calculated. The client authorizes payment of the fee directly to the Applicant from the account upon presentation of this invoice. IARs, at their discretion, and on a case by case basis may negotiate and discount management fees with clients. The following fee schedule depicts the maximum management fees that a client may be charged:

<b>Asset Base</b>	<b>Annual Fee</b>	<b>Quarterly Administrative Fee</b>
Up to \$ 99,999	2.50%	\$100
\$100,000 - \$300,000	2.25%	None
\$300,001 - \$500,000	2.00%	None
\$500,001 - \$750,000	1.75%	None
\$750,001 - \$1,000,000	1.50%	None
Over \$1,000,000	1.00%	None

Management fees are separate and distinct from other fees that might apply, including transaction fees, underlying mutual fund fees and expenses paid to the fund by shareholders of the fund as outlined in each fund's prospectus, and custodial fees. The Advisor will absorb all cost of executing trades, including commissions on stock purchases, loads on funds purchases and spreads on bonds. Clients will be responsible for internal expenses of ETF's and or Mutual Funds in their account.

Terms of Agreement - Services are continuous but may be terminated for any reason by either party upon receipt in written of such termination by the parties. Clients will receive a pro-rated refund of unearned fees based on the number of days that have elapsed in the quarter.

The owners and IARs of ETFidea are also employed by a broker-dealer and general agent and earn compensation from commissions on the sale of mutual funds, stocks, insurance and other financial products. These transactions are distinct from ETFidea services, but may be offered to the same clients as ETFidea. It is important for the client to understand the differences of the compensation received for the services provided, as it could result in a conflict for an advisor to make recommendation based on the compensation received as opposed to the needs of the client.

Our clients interests always come first, and we mandate that all advisors reply in full to any questions from a client as to how compensation is earned, and fully disclose all options that they feel could meet the client's needs.

Clients can always purchase recommended investments from other providers as opposed to ETFidea or its advisors.

ETFidea does not charge advisory fees in addition to markups or commissions.

#### **Item 6 Performance based fees**

ETFidea does not charge performance based fees, therefore this item is not applicable.

#### **Item 7 Types of clients served**

ETFidea clients may be comprised of individuals, businesses, trusts and retirement plans.

The minimum dollar value to open an account is twenty-five thousand dollars (\$25,000). The Applicant, at its discretion, reserves the right to negotiate the minimum account size.

#### **Item 8 Methods of analysis, investment strategies and risk of loss**

The Applicant and its IARs provide their clients with an asset allocation model portfolio designed to achieve the client's investment objectives. IARs will utilize various methods of analysis including, but not limited to charting, fundamental, technical, and cyclical in determining the securities best suited for the client's portfolio.

The Applicant and its IARs may also utilize the Internet as a resource to obtain research and information on investments and investment related issues.

#### **Item 9 Disciplinary information**

There are no disciplinary actions to disclose, therefore this Item is not applicable.



## **Item 10 Other financial industry activities and affiliations**

William Kriesel is a registered principal with Cadaret Grant & Co., Inc. He is also a Life, Health and Accident insurance agent. He is also a CPA and partner in the accounting firm of Bowers & Co., CPAs, PLLC. Each of the activities generates income to Mr. Kriesel personally. It could be a conflict of interest for Mr. Kriesel when a client of ETFidea uses other services provided by Mr. Kriesel or his related business entities. All clients are made aware of Mr. Kriesel's business interests and are fully informed when there will be compensation to Mr. Kriesel from an entity other than ETFidea.

Roy Moro, George Nardone and Richard Jenkins are either a registered principal (Moro) or registered representative (Nardone and Jenkins) with Cadaret Grant & Co., Inc. They are also Life, Health and Accident insurance agents. Each of the activities generates income to the individuals personally. It could be a conflict of interest for each of the individuals when a client of ETFidea uses other services provided by them or their related business entities. All clients are made aware of the business interests and are fully informed when there will be compensation to the individuals from an entity other than ETFidea.

Raymond Grimaldi is a registered representative with Cadaret Grant & Co., Inc. He is also a Life, Health and Accident insurance agent. He is also a CPA and partner in the accounting firm of Testone, Marshall and Discenza, CPAs. Each of the activities generates income to Mr. Grimaldi personally. It could be a conflict of interest for Mr. Grimaldi when a client of ETFidea uses other services provided by Mr. Grimaldi or his related business entities. All clients are made aware of Mr. Grimaldi's business interests and are fully informed when there will be compensation to Mr. Grimaldi from an entity other than ETFidea.

## **Item 11 Code of ethics, participation or interest in client transactions and personal trading**

ETFidea, LLC has adopted the CFP's Code of Ethics to comply with SEC Rule 204A-1.

The following is a summary of the main components of this Policy:

- (a) Principle 1 - Integrity - The Applicant must provide professional services with integrity.
- (b) Principle 2 - Objectivity - The Applicant must provide professional services objectively.
- (c) Principle 3 - Competence - The Applicant must maintain the knowledge and skill necessary to provide professional services competently.
- (d) Principle 4 - Fairness - The Applicant must be fair and reasonable in all professional relationships and disclose all conflicts of interest.
- (e) Principle 5 - Confidentiality - The Applicant must protect the confidentiality of all client information.
- (f) Principle 6 - Professionalism - The Applicant must act in a manner that demonstrates exemplary professional conduct.
- (g) Principle 7 - Diligence - The Applicant must provide professional services diligently.

A complete copy of the CFP's Code of Ethics will be given to any client or prospective client upon request.

ETFidea and its representatives do not participate or have an interest in any client transactions.

ETFidea has a policy that prohibits its advisors from trading in any securities purchased or sold for any client on the same day as the client transaction.

## Item 12 Brokerage practices

ETFidea and/or its IARs may recommend broker/dealers to their clients. Some factors in which the Applicant considers prior to recommending other broker/dealers include their financial strength, reputation, execution, pricing, and service. Currently the Applicant and its IAR's recommend Cadaret, Grant & Co., Inc (Cadaret, Grant), Fidelity Brokerage Services, LLC (Fidelity), and Pershing, LLC (Pershing) registered broker-dealers and SIPC members to their clients. The Applicant's IARs are also Registered Principals or Representatives of Cadaret, Grant & Co., Inc. Fidelity and Pershing maintain custody of client's assets and effect trades for our advisory client's accounts. Pershing, LLC also acts as Cadaret, Grant's clearing broker. The Applicant is independently owned and operated, and is not affiliated with Cadaret, Grant, Fidelity, or Pershing.

The commissions and/or transaction fees charged by Fidelity or Pershing may be higher or lower than those charged by other broker-dealers. The commissions paid by our clients shall comply with our procedures to obtain "best execution." However, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where the Applicant determines, in good faith, that the commission is reasonable in relation to the value of the brokerage and services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including among others, the value of research provided, execution capability, commission rates, and responsiveness. Consistent with the foregoing, while ETFidea and/or its IAR's will seek competitive rates they may not necessarily obtain the lowest possible commission rates for their client's transactions.

Fidelity and Pershing do not charge a separate fee for custody of the Applicant's client's accounts that they maintain, but is compensated by account holders through commissions or other transaction related fees for security trades that are executed through them or settle into their accounts. Certain fees for IRA accounts and inactive accounts may apply from the custodian.

ETFidea may receive other products and services from Fidelity or Pershing that benefit ETFidea but not our client's accounts. Some of these other products and services assist the Applicant in managing and administering the client's 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); facilitate payment of our fees from our client's accounts; and assist with back office functions, record keeping and client reporting. These services may be used to service all or a substantial number of our accounts, including accounts not maintained at Fidelity.

### **Item 13 Review of accounts**

IAR's of the Applicant may introduce their advisory clients to money managers or other investment advisory firms. These sponsors provide reporting, monitoring and review services as described in their respective contracts with the client.

For Client's receiving investment advisory services from the Applicant or its IARs, Client's are informed that should their investment objectives change during the course of their investment program, that they are required to notify the Applicant or its IAR. This notification will trigger an account review. In addition, each IAR (William Kriesel, Roy Moro, Raymond Grimaldi, George Nardone, and Richard Jenkins) will review their client accounts at least quarterly. The number of client accounts reviewed by each IAR will vary depending on the number of clients each IAR has under their management.

### **Item 14 Client referrals and other compensation**

ETFidea has entered into solicitor agreements with other individuals. When a solicitor refers a client to ETFidea, the solicitor is compensated. In all cases where a solicitor is compensated, full disclosure is given to the client including who is being compensated, and how much they are compensated.

The following is the standard solicitor payment schedule, but again each arrangement is specifically disclosed to any client in which a solicitor is compensated.

<b>Initial Account Value</b>	<b>Standard Solicitor Fee Schedule</b>
Up to \$99,999	0.00%
\$100,000 - \$299,999	.50%
\$300,000 - \$499,999	.50%
\$500,000 - \$749,999	.50%
\$750,000 - \$999,999	.40%
Over \$1,000,000	.25%

#### **Item 15 Custody of client funds**

ETFidea does not maintain custody of any client funds. All holdings are in the custody of Fidelity Investments, Pershing, LLC or another unrelated custodian.

#### **Item 16 Investment discretion**

ETFidea and its advisers accept discretionary authority to trade on behalf of its clients. This discretionary authority is detailed in the contract between ETFidea, the portfolio manager and the client.

#### **Item 17 Voting of client securities**

ETFidea and its IARs are expressly precluded from taking any action on behalf of the Client, will not take any action on behalf of the Client, and are not obligated to render any advice to the Client, with respect to:

- (a) The voting of proxies solicited by, or with respect to, the issuers of any securities held in the portfolio or,

- (b) The legal proceedings involving securities or other investments presently or formerly held in the portfolio, or the issuers thereof, including bankruptcies.

The Custodian will send all proxy and legal proceedings information and documents it receives to the Client so that the Client may take whatever action the Client deems appropriate.

## **Item 18 Financial information**

ETFidea does not enter into any client transaction which would require the filing of financial information with this brochure.

### **Additional disclosures**

ETFidea does not guarantee the future investment performance of the client's account, or the success of any specific investment strategy or overall management of the client's investment portfolio. Any investments utilizing equity or other security transactions can result in loss.

As a fiduciary, ETFidea endeavors to act in the best interest of its clients.