

Firm Brochure

(Part 2A of Form ADV)

Selker Advisors

125 Technology Drive, Suite 106

Canonsburg, PA 15317

800-497-9990

866-422-1903

www.selkeradvisors.com

rick.selker@raymondjames.com

This brochure provides information about the qualifications and business practices of Selker Advisors. If you have any questions about the contents of this brochure, please contact us at 800-497-9990, or by email at rick.selker@raymondjames.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. Registration does not imply a certain level of skill or training.

Additional information about Selker Advisors is available on the SEC's website at www.adviserinfo.sec.gov

September 15, 2011

Material Changes

Update

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

Material Changes since the Last Update

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

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 800-497-9990 or by email at rick.selker@raymondjames.com.

Table of Contents

Material Changes	i
Annual Update	i
Material Changes since the Last Update.....	i
Full Brochure Available	i
Advisory Business	1
Firm Description.....	1
Principal Owners.....	2
Types of Advisory Services	2
Tailored Relationships	2
Types of Agreements.....	2
SA Investment Monitoring Program.....	2
SA Investment Consulting Program	3
Hourly Planning Engagements	3
Asset Management	4
Termination of Agreement.....	4
Fees and Compensation.....	4
Description	4
Fee Billing	4
Other Fees.....	5
Expense Ratios.....	5
Past Due Accounts and Termination of Agreement	6
Performance-Based Fees	6
Sharing of Capital Gains.....	6
Types of Clients	6
Description	6
Account Minimums	6
Methods of Analysis, Investment Strategies and Risk of Loss.....	6
Methods of Analysis	6
Investment Strategies.....	7
Risk of Loss.....	7
Disciplinary Information	8
Legal and Disciplinary	8

Other Financial Industry Activities and Affiliations	8
Affiliations	8
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	9
Code of Ethics	9
Participation or Interest in Client Transactions	9
Personal Trading	9
Brokerage Practices.....	9
Selecting Brokerage Firms.....	9
Best Execution.....	10
Order Aggregation.....	10
Review of Accounts.....	10
Periodic Reviews	10
Review Triggers.....	10
Regular Reports	10
Client Referrals and Other Compensation	10
Incoming Referrals.....	10
Referrals Out.....	11
Custody	11
Account Statements	11
Performance Reports	11
Net Worth Statements.....	11
Investment Discretion	11
Discretionary Authority for Trading	11
Voting Client Securities	11
Proxy Votes.....	11
Financial Information	12
Financial Condition	12
Business Continuity Plan.....	12
General.....	12
Disasters.....	12
Alternate Offices	12
Loss of Key Personnel	12

Information Security Program.....	13
Information Security.....	13
Privacy Notice	13
Brochure Supplement (Part 2B of Form ADV)	14
Education and Business Standards	14
Richard A. Selker, CERTIFICATIONS.....	14

Advisory Business

Firm Description

Selker Advisors (SA), previously named Selker Advisory Services, was founded in 2001.

SA provides personalized investment management primarily to individuals, and secondarily to pension and profit sharing plans, trusts and small businesses. Advice is provided through consultation with the client and may include: review of current financial situation, determination of financial objectives and risk tolerance, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, estate planning, and capital needs planning. SA will also assist clients in other areas needed to the extent that SA is competent to advise.

SA can assist clients in how to implement recommendations for themselves, and can refer clients to other practicing professionals whose services may be required. Other professionals (e.g., lawyers, accountants, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

Advisory service for accounts that may not be controlled by broker dealer, Raymond James Finance Services, Inc. (RJFS) such as company 401(k) plans, is provided through the SA Monitoring program. Consulting services are provided through SA Consulting programs. Fees are dependent on the level of service provided.

SA is also in the business of selling stocks, bonds, mutual funds, annuities, insurance, limited partnerships, and other commissioned products from which SA receives commissions from investments sold in accounts held at RJFS (see Brokerage Practices section for more complete information regarding our relationship with broker/dealer RJFS). SA is NOT paid cash by nor receives any economic benefit (including commissions, equipment or non-research services) from any non-clients in connection with giving advice to clients. Though SA does not directly compensate for client referrals, for the past several years SA has customarily given existing clients a \$100 restaurant gift certificate, as a token of appreciation, when they refer a new client to our firm that joins one of SA's advisory programs. Only one such gift certificate per client per calendar year is given. This is not a promotion to increase the number of advisory accounts, but rather simply a tangible expression of gratitude.

Investment advice is provided with the SA Monitoring program, yet each client makes the final decision on investment selection and implementation. SA does not act as a custodian of client assets or have access to non-RJFS client online accounts. The client always maintains asset control.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which beginning a professional relationship to provide investment recommendations may be mutually beneficial to both client and SA.

A written summary and evaluation of each client's initial situation is normally provided to the client after they sign an advisory agreement. Periodic reviews are also provided with written recommendations and suggestions. More frequent reviews can occur but are not necessarily communicated to the client unless immediate changes are recommended.

Principal Owners

Richard A. Selker is the sole owner/proprietor of SA.

Types of Advisory Services

SA provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; and issues, custom spreadsheets, charts, graphs and other reports that clients may use to evaluate their investment holdings and their progress over time.

SA offers two advisory programs – 1) SA Investment Monitoring Program and 2) SA Investment Consulting Program.

As of August 30, 2011, SA manages approximately \$1 million in assets for approximately 5 clients. \$0 is managed on a discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented both in custom written advisory reviews provided to clients and in the SA client relationship management system. Investment policy statements are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

SA Investment Monitoring Program

Most clients choose to have SA provide written investment management recommendations for their assets that cannot be held or controlled by RJFS to benefit from professional advice. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and the fee to be charged for the SA Investment Monitoring Agreement is provided to the client in writing prior to the start of the relationship. Each client will be requested to provide SA with

necessary financial information. This may include assets owned, insurance policies, sources of income, liabilities, wills, powers of attorney and trusts, business agreements, tax returns, investments and personal and family obligations. Upon signing the advisory agreement, SA will provide a written investment proposal. Clients are encouraged to meet in person at least annually with Richard Selker.

Advisory service for accounts that may not be held by or controlled by broker dealer, RJFS, are provided through the SA Investment Monitoring Program. This program is used only for accounts not held by or controlled by RJFS.

The SA Investment Monitoring fee is based on a percentage of the client assets according to the following schedule:

Quarterly reviews – 0.75% annually of assets monitored paid in advance

Semi-annual reviews – 0.50% annually of assets monitored paid in advance

Annual reviews – 0.25% annually of assets monitored paid in advance

Semi-annual and annual review fees will be billed semi-annually. Fees billed semi-annually not to exceed \$1,200, otherwise billed quarterly. Quarterly review fees to be billed quarterly.

Although the Investment Monitoring Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or SA may terminate an Agreement by written notice to the other party 5 business days in advance. At termination, fees will be billed/credited on a pro rata basis for the portion of the billing period completed.

SA Investment Consulting Program

Financial planning services for clients not desiring ongoing investment advisory services or for advisory clients desiring additional services will be paid for on an hourly or flat/fixed rate. These fees are based on the complexity and comprehensiveness of the plan, and upon SA's estimate of the time required. \$250 is the minimum flat/fixed plan charge.

The scope of work and fee for an SA Investment Consulting Agreement is provided to the client in writing prior to the start of the relationship. An SA Investment Consulting Agreement may include: cash flow management; insurance review; investment management (including performance reporting); education planning; retirement planning; and estate planning, as well as the implementation of recommendations within each area.

Hourly Planning Engagements

SA provides hourly planning services for clients who need advice on a limited scope of work. This may include gain/loss summaries to ascertain tax basis, researching historic costs, researching investments about which SA does not have thorough knowledge, researching employee investment or benefit plan choices and recommending custom blends of investment

options, benefits, etc. The hourly rate for limited scope engagements is \$50 to \$250 depending on the complexity of the issues and the level of experience required (a lesser fee per hour will be charged for administrative and staff performed functions).

Asset Management

Assets are invested primarily in load waived or no-load mutual funds and to a lesser extent in individual securities. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. RJFS may charge a flat transaction fee for the purchase of some mutual funds.

Stocks and bonds may be purchased or sold through a, non-advisory, brokerage account when appropriate. The brokerage firm, RFJS, charges a fee or commission for stock and bond trades.

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

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying SA in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, SA will refund any unearned portion of the advance payment.

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

Fees and Compensation

Description

SA bases its fees on a percentage of assets under management or hourly charges and/or flat/fixed fees.

Financial plans are priced according to the degree of complexity associated with the client's situation.

Fees are negotiable.

Fee Billing

New prospective clients receive a free initial consultation to determine if their expectations, short and long term financial goals, objectives and risk tolerances are compatible with SA's investing philosophy and process.

SA Investment Monitoring Program fees are billed quarterly or semi-annually, in advance, meaning that SA provides an invoice to each client before the three or six-month billing period has begun. When the account is opened, the fee is calculated for the remainder of the current period based upon the initial combined value of the account(s) covered by the agreement. Subsequent fees are based upon the asset value of the combined account(s) on the last business day of the previous period. Payment in full is expected upon invoice presentation. Fees can be paid by check or can be deducted from a designated client Raymond James taxable account to facilitate billing. If fees are automatically deducted from a Raymond James account, the fee will show on the client's monthly statement. The client must consent in advance to direct debiting of their investment account. Account values of related accounts may be combined for billing purposes.

SA Consulting Program fees will be paid for on an hourly or flat/fixed rate. The fees are estimated in advance and disclosed to the client prior to the time the agreement is executed. 50% of the estimated fees are due at signing, 50% due at delivery. Flat/fixed fees charged in lieu of hourly fees will be based upon the complexity and comprehensiveness of the plan, and upon SA's estimate of the time required. \$250 is the minimum flat/fixed plan charge.

Rarely will a fee quoted depart from the established fee schedule but exceptional circumstances may dictate higher or lower fees. SA's fees are negotiable subject to size of the account, prior loyal business and the nature of the services provided. It is possible that a client of SA may pay more or less for similar services than another client in a different location.

Other Fees

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

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

Expense Ratios

Mutual funds generally deduct a management fee from fund assets for investment management services. The management fee is included in and is normally the main component of the quoted fund expense ratio. For example, an expense ratio of 0.50% indicates that the mutual fund company deducts a fee of not more than 0.50% for the investment management services. These fees are separate from and in addition to any advisory fees paid by each client to SA.

Past Due Accounts and Termination of Agreement

SA reserves the right to stop work on any account that is more than 90 days overdue. In addition, SA reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in SA's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

Performance-Based Fees

Sharing of Capital Gains

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

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

Types of Clients

Description

SA primarily provides investment advice to individuals, and secondarily to pension and profit sharing plans, trusts, corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is \$100,000 of assets under management for the SA Investment Monitoring Program, which equates to an annual fee of \$250 to \$750 depending on the frequency chosen.

SA has the discretion to waive the account minimum. Accounts of less than \$100,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$100,000 within a reasonable time. Other exceptions will apply to employees of SA and their relatives, or relatives of existing clients.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Mutual funds and securities are primarily analyzed using fundamental analysis.

The main sources of information are publicly available and include financial publications such as: newspapers, magazines, periodicals,

company and investment websites, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that SA may use include Morningstar Principia mutual fund information; Morningstar Principia stock information, Raymond James Research and trusted Internet sites.

Investment Strategies

The primary investment strategy used on client accounts is long-term (3-5 years and longer) strategic asset allocation (buying, holding and periodically, incrementally adjusting a well-diversified blend of assets that is appropriate for the present global macroeconomic environment) focusing first on helping to preserve present, overall investment net worth, second on helping to earn reasonable, risk-adjusted results to build client portfolios, and third on staying prepared to take advantage of future opportunities. Portfolios are globally diversified to potentially moderate the risk associated with domestic markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client receives an Investment Policy Statement annually that documents their objectives and their desired investment strategy.

SA avoids strategies in which it does not offer particular, professional expertise such as: market timing/short-term trading, short sales, margin transactions, options writing (including covered options, uncovered options or spreading strategies), futures and derivatives.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. A number of the main investment risks that investors face include:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

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

Disciplinary Information

Legal and Disciplinary

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

Other Financial Industry Activities and Affiliations

Affiliations

Richard A. Selker is a registered representative of Raymond James Financial Services, Inc. (RJFS), member FINRA/SIPC and NYSE, which is a wholly owned subsidiary of Raymond James Financial, Inc. RJFS clears its securities transactions on a fully disclosed basis through Raymond James & Associates, Inc. (member NYSE), which is also a wholly owned subsidiary of Raymond James Financial, Inc. Notwithstanding the fact that principals and associates of the advisor may be representatives of Raymond James Financial, Inc., the advisor is solely responsible for investment advice rendered. Advisory services are provided separately & independently of the broker/dealer. Registered representatives of RJFS are subject to FINRA Conduct Rule 3040 that restricts them from conducting securities

transactions away from RJFS. Therefore, clients are advised that such investment advisor representatives are limited to conducting securities transactions through RJFS.

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

Code of Ethics

The employees of SA have committed to the SA Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request. All clients may view the SA Code of Ethics on our website, www.selkeradvisors.com.

Participation or Interest in Client Transactions

SA and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the RJFS Compliance Manual and SA code of ethics. Because SA normally accumulates the same securities while it gradually trims others over many months, this is conflict is rarely an issue.

Personal Trading

The Chief Compliance Officer of SA is Richard A. Selker. He reviews all employee trades each quarter. His trades are reviewed by RJFS Compliance Department. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades, the trades do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

SA does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. SA recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

SA recommends the brokerage firm (qualified custodian), Raymond James Financial Services, Inc. because we have successfully benefited from their services for all clients for over 19 years. We are familiar with RJFS's operations and procedures and with the broad range of products, services, research and due diligence performed. We have found RJFS to possess extensive experience, high quality execution and research. Richard A. Selker is a financial advisor with Raymond James Financial Services, Inc. Clients are under no obligation to use RJFS as its broker/dealer.

SA does receive fees or commissions from these arrangements.

Best Execution

SA reviews the execution of trades at RJFS each quarter. The review is documented and archived. Commissions earned and fees charged by custodians are also reviewed on a quarterly basis. SA usually receives a portion of these commissions in non fee-based accounts.

Order Aggregation

The majority of SA's trades involve mutual funds where trade aggregation does not offer any client benefit. Individual security sales are done, one client account at a time, not en masse.

Review of Accounts

Periodic Reviews

Richard A, Selker, Financial Advisor, performs written account reviews at least annually. Informal/unwritten account reviews are performed more frequently when market conditions dictate.

Review Triggers

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

Regular Reports

Written account reviews take into consideration each client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis. Investment Monitoring clients receive periodic written updates: annual, semi-annual or quarterly depending on the level of service chosen. The written updates may include a net worth statement, portfolio statement, and a summary of objectives and progress towards meeting those objectives.

Client Referrals and Other Compensation

Incoming Referrals

SA has been fortunate to receive many, unsolicited client and professional referrals over the years. Though referrals have primarily come from current clients, family and friends, to a much lesser extent they have come from accountants, employees, personal friends of employees, a RJFS auditor and other similar sources. Existing clients are normally given a \$100 restaurant gift certificate, as a token of appreciation, when they refer a new client to our firm that joins one of SA's advisory programs. Only one

per calendar year is given. This is not a promotion to increase the number of advisory accounts, but rather an expression of gratitude.

Referrals Out

SA does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Custody

Account Statements

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

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by SA.

Net Worth Statements

To its advisory clients, SA periodically provides custom, combined investment account statements and graphs generated from our proprietary client relationship and portfolio reporting database management system. These custom, combined investment account statements may contain estimates of bank account balances, other investments and retirement account balances provided by the client, as well as the estimated value of hard-to-price real estate. These custom, combined investment account statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Investment Discretion

Discretionary Authority for Trading

SA accepts discretionary authority to manage securities accounts on behalf of clients only under the RJ IMPAC program. SA has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. SA has no discretionary authority for the accounts included under the SA Investment Monitoring program.

Voting Client Securities

Proxy Votes

SA does not vote proxies on securities. Clients are expected to vote their own proxies.

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

Financial Information

Financial Condition

SA does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because SA does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$600 per client, and six months or more in advance.

Business Continuity Plan

General

SA is currently developing a Business Continuity Plan that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan will cover responding to natural disasters such as snowstorms, hurricanes, tornados, and flooding. The Plan will cover man-made disasters such as loss of electrical power, fire, bomb threat, nuclear emergency, chemical event, biological event, phone line outage, internet outage and aircraft accident. Electronic files are backed up daily.

Alternate Offices

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

Loss of Key Personnel

SA is also developing a Business Continuation Agreement with another financial advisory firm to support SA in the event of Richard A. Seller's serious disability or death.

Information Security Program

Information Security

SA maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

SA is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, and information about transactions between you and third parties. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys and accountants with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with brokerage firm, RJFS, in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment. We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance of any material changes to our privacy policy. We comply with federal law that requires us to deliver this Privacy Policy to you annually, in writing. It is printed on the back of the first or only advisory billing to each client every year.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

Selker Advisors requires that advisors in its employ have or will be pursuing a bachelor's degree and further coursework demonstrating knowledge of financial planning. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Richard A. Selker, CERTIFICATIONS

Educational Background:

- Date of birth: August 3, 1959
- Penn State University – B.S. Engineering, 1982

Business Experience:

- Selker Advisors (previously named Selker Advisory Services) – 2001 to present
- Raymond James Financial Services (previously named Robert Thomas Securities) – 1992 to present
- Parker/Hunter – 1986 to 1992
- Dean Witter Reynolds – 1983 to 1986

Other Business Activities: None

Additional Compensation: Richard also earns commissions and 12b-1 services fees by selling investments and insurance products through RJFS.

Supervision:

Richard A. Selker is supervised by Mr. Tom Harrington, CFP, CLU, ChFC, Regional Director/Northeast - RJFS/Independent Contractors Division. He reviews Richard A. Selker's work through periodic office interactions as well as frequent remote interactions and ongoing monitoring.

Contact Information: 1-800-248-8863, ext. 77871, Fax 1-727-567-800, E-mail Tom.Harrington@RaymondJames.com.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None