

Part 2A of Form ADV - Firm Brochure

Item 1 - Cover Page

Sechrest Financial Services, LLC
525 Main Street, Suite 6
Acton, MA 01720

Phone - 978-795-1284
Fax - 978-263-3731
Website - www.sechrestfinancialservices.com

Date of brochure - January 1, 2011

This brochure provides information about the qualifications and business practices of Sechrest Financial Services, LLC. If you have any questions about the contents of this brochure, please contact us at 978-795-1284 and/or moreinfo@sechrestfinancialservices.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 Sechrest Financial Services, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Sechrest Financial Services, LLC is a registered investment adviser firm. Registration as a registered investment adviser does not imply a certain level of skill or training.

Part 2A of Form ADV - Firm Brochure

Item 2 - Material Changes

This item is discussing only material changes since the last annual update of our Form ADV brochure that was dated January 14, 2009.

Since this update, the only material change is that Jarod J. Bloom is now a partner of Sechrest Financial Services, LLC.

Part 2A of Form ADV - Firm Brochure

Item 3 - Table of Contents

| | | |
|--------|-------------------------------------------------------------------------------------------------|----|
| I. | Item 1 - Cover Page | 1 |
| II. | Item 2 - Material Changes | 2 |
| III. | Item 3 - Table of Contents | 3 |
| IV. | Item 4 - Advisory Business | 4 |
| V. | Item 5 - Fees and Compensation | 6 |
| VI. | Item 6 - Performance-Based Fees and Side-By-Side Management | 7 |
| VII. | Item 7 - Types of Clients | 8 |
| VIII. | Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss | 9 |
| IX. | Item 9 - Disciplinary Information | 11 |
| X. | Item 10 - Other Financial Industry Activities and Affiliations | 12 |
| XI. | Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading | 13 |
| XII. | Item 12 - Brokerage Practices | 15 |
| XIII. | Item 13 - Review of Accounts | 16 |
| XIV. | Item 14 - Client Referrals and Other Compensation | 17 |
| XV. | Item 15 - Custody | 18 |
| XVI. | Item 16 - Investment Discretion | 19 |
| XVII. | Item 17 - Voting Client Securities | 20 |
| XVIII. | Item 18 - Financial Information | 21 |
| XIX. | Item 19 - Requirements for State-Registered Advisers | 22 |

Part 2A of Form ADV - Firm Brochure

Item 4 - Advisory Business

- A. Sechrest Financial Services, LLC (hereafter "SFS") provides high quality financial planning and wealth management services for individuals and businesses. SFS has been in business since 2003. The principal owners of SFS are Cynthia G. Sechrest and Jarod J. Bloom.
- B. We provide wealth management planning services that include investment management, estate and charitable, insurance, retirement, employer and concentrated stock, education, employee benefits, business, and identity theft prevention planning. We manage the process of identifying, executing, and monitoring the goals associated with each of these planning services. We use a holistic approach to address a client's overall life and wealth management planning. For our investment management planning, we assess clients' risk tolerance which then helps us to develop an Investment Policy Statement ("IPS") that meets clients' needs and objectives, and we implement recommendations to achieve those needs and objectives. We then regularly review clients' investment portfolios to consider continued compliance with the IPS and confirm that the IPS is appropriate for clients' ever-changing life planning situations. In addition, we are also able to propose investments to meet clients' social investing needs, as applicable.

We do not recommend individual stocks for clients' investment management. Instead, we recommend no-load mutual funds and exchange traded funds that have passive investment strategies. For the fixed income portion of clients' investment portfolios, we may recommend an account of individual fixed income securities that is actively managed by a separate account manager that specializes in managing fixed income portfolios and also mutual funds.

We have a sister accounting firm, Sechrest & Bloom, LLC, which is owned by the same principals. Through our CPA firm, we provide tax planning and tax preparation services for individuals, corporations, partnerships, and trusts and estates, and we provide bookkeeping for our corporate clients as well.

- C. These services are most valued by clients who have complex financial or investment situations, are too busy to manage their own day-to-day financial and investment issues, and/or who wish to have a partner in their regular financial decision making. These services are also tailored to each specific client's unique planning needs on a client-by-client basis.

For example, a client who owns stock in his employer may have specific trading restrictions for that stock or may request to have a specific investment allocation for his portfolio to offset the risk of this concentrated position in his

employer stock. Our planning services are customized to each client's unique situation.

D. We do not participate in wrap fee programs.

E. The amount of client assets we manage on a discretionary basis as of 12/31/2010 = \$0.

The amount of client assets we manage on a non-discretionary basis as of 12/31/2010 = \$38.1 million.

Part 2A of Form ADV - Firm Brochure

Item 5 - Fees and Compensation

- A. SFS is fee-only and is compensated for our services only by fees paid to us by the client. We use no-load mutual funds and other investment products that we recommend to clients, so we do not receive commissions from any products we recommend or from other financial planning professionals that we work with for our clients' planning. The fee will be discussed prior to entering into a contract and the client is billed quarterly in arrears. Fees will be negotiated depending on the size and complexity of the account and are generally between \$8,000 - \$18,000 per year. We may also provide our services on an hourly basis at an hourly rate of \$230 per hour as of the date of this ADV.
- B. We deduct fees from clients' assets, but at a client's request, we can bill clients for fees incurred instead.
- C. While every effort is made to control transaction costs in client accounts, clients investing in mutual funds or other investments will incur brokerage, investment management, and transaction costs associated with those investments. Please refer to Item 12 - Brokerage Practices for additional information about brokerage.
- D. Client fees will be discussed prior to entering into a contract and the client is billed quarterly in arrears. Fee refund or agreement termination terms are outlined in the Client Agreement that is signed by both us and the client before services begin. Unless otherwise stated, client agreements are for a period of one year and may be terminated at any time upon 30 days written notice. There are no provisions for refunds when services have been rendered.
- E. SFS, its owners, and its employees do not accept compensation for the sale of securities or other investment products.

Part 2A of Form ADV - Firm Brochure

Item 6 - Performance-Based Fees and Side-By-Side Management

SFS, its owners, and its employees do not accept performance-based fees.

SFS, its owners, and its employees do not manage accounts that are charged both a performance-based fee and accounts that are charged another type of fee.

Part 2A of Form ADV - Firm Brochure

Item 7 - Types of Clients

SFS provides investment advice to individuals, corporations, trusts, estates, charitable organizations, and businesses' retirement accounts, such as pension plans. We do not have a minimum account size but clients generally have at least \$500,000 in investable assets to afford our fee.

Part 2A of Form ADV - Firm Brochure

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

- A. SFS uses a customized data collection questionnaire, risk tolerance questionnaire, and ongoing dialogue with clients to get an understanding of what a client's life and wealth management goals are, as well as what a client's risk profile is. We then develop an Investment Policy Statement ("IPS") that is agreed to in writing by both the client and SFS that guides our investment recommendations to clients. We implement this IPS using no-load mutual funds and exchange traded funds that utilize passive investment strategies. We do not recommend individual stocks.

For an appropriate client, we would recommend a separately managed account for an individual bond portfolio that may include high quality United States national, state and local government and agency securities, as well as high quality corporate bonds.

We do not employ canned portfolios. Clients have individual benchmarks for their specific IPS and we recommend portfolios according to these benchmarks.

We believe it is important to have low investment expenses in order to maximize investment returns over time. Consequently, we recommend low-cost investment products for client's investment portfolios. Concurrently, we do not recommend trading client investment accounts frequently in order to minimize transaction costs and keep investment expenses low. We recommend trading for purposes of rebalancing a portfolio to the client's IPS, or else trading in order to implement a change to a client's IPS.

Our investment strategies are designed to have our clients 1) not try to time the market, 2) diversify their investments across a variety of asset classes, and 3) continue to invest new money into the market.

We structure our investment portfolio recommendations based on Nobel-prize winning science and academic research in a disciplined, transparent approach.

At a client's request, we would also recommend socially-conscious investments.

Investing in securities involves risk of loss that clients should be prepared to bear.

- B. It is a fact of life that risk and return are related. This is no different with any investment.

Since our investment strategies are diversified across several asset classes, the material risk involved in the equity component of these strategies is the inherent equity/market risk of the performance of each asset class.

In addition, specifically for the fixed income component of our clients' portfolios, there is interest rate risk, credit risk, inflation risk, and call risk.

- C. We recommend no-load mutual funds for the equity portion of clients' portfolios. The material risk involved with using mutual funds is that the fund we recommend to represent exposure to a particular asset class(es) doesn't correlate well with that asset class.

For using mutual bond funds or a separately managed account for an individual bond portfolio, the material risks involved with these types of securities are the inherent fixed income risks mentioned in item B. above - interest rate risk, credit risk, inflation risk, and call risk.

We also recommend socially-conscious investments for clients if they request these types of investments. The specific risk for these investments is that the universe of available investments meeting this criterion is inherently limited by this restriction so that these investments may not capture the investment performance of the overall market.

Part 2A of Form ADV - Firm Brochure

Item 9 - Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of SFS' advisory business or the integrity of our management.

There have never been any legal or disciplinary events that are material to a client's or prospective client's evaluation of SFS' advisory business or the integrity of our management since SFS was founded.

Part 2A of Form ADV - Firm Brochure

Item 10 - Other Financial Industry Activities and Affiliations

- A. None of the owners, employees, or management persons of SFS is registered, or has an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.
- B. None of the owners, employees, or management persons of SFS is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.
- C. Cynthia G. Sechrest and Jarod J. Bloom are doing business as partners in Sechrest & Bloom, LLC at 525 Main Street, Suite 6, Acton, MA 01720. They perform tax and accounting services for individuals and businesses. No products are sold in this business. SFS provides financial planning services for individuals and businesses that are, for the most part, clients of Sechrest & Bloom, LLC. SFS clients are not required to use this CPA firm's services, but these services are bundled together as part of the financial planning service. The full services of the CPA firm can be found on the website www.sechrestcpa.com.

SFS is authorized by Dimensional Fund Advisors (hereafter "DFA") to use their mutual funds for client investment portfolios managed by SFS. SFS does not receive any compensation from DFA for this relationship.

SFS is authorized by Gannett Welsh & Kotler, LLC (hereafter "GWK") to use their separately managed accounts for individual bond portfolios. SFS does not receive any compensation from GWK for this relationship.

SFS is authorized to be an investment manager listed on accounts that are custodied at Fidelity Institutional Wealth Services (hereafter "Fidelity") for ease in reporting, tracking and management. Participation is not contingent on retaining Fidelity for brokerage services. SFS does not receive any compensation from Fidelity for this relationship.

- D. We do not receive compensation directly or indirectly from any other investment advisers that we recommend for our clients.

Part 2A of Form ADV - Firm Brochure

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

- A. It is our policy not to disclose nonpublic personal information to anyone outside our company unless specifically requested by a client. This request to do so is often made by clients in person. We will ask that clients confirm their request in writing by adding the party's name to the back page of our client questionnaire or other Consenting document.

For current and former clients, we do not disclose any nonpublic personal information except as required or permitted by law. Permitted disclosures include, for instance, providing information to our employees, and in limited situations, to unrelated third parties (such as brokerage or investment service providers) who need to know such information to assist us in providing services to clients. In all such situations, we stress the confidential nature of information being shared. Our firm is affiliated with Sechrest & Bloom, LLC, and we disclose personal information to them for use in clients' tax planning and tax preparation.

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

We also have ongoing continuing education ethics requirements for each individual's professional certifications, including our CPA, CFP, and PFS designations. We take the applicable Ethics continuing education classes that are required to renew these certifications regularly. We adhere to the American Institute of CPAs (AICPA) Code of Professional Conduct and the AICPA's Statements on Responsibilities in Personal Financial Planning Practice.

We will provide a copy of our code of ethics to any client or prospective client upon request.

- B. We do not recommend to clients securities in which we have a material financial interest. We do not buy or sell securities for client accounts in which we have a material financial interest. We do not have any related parties who recommend to clients, or who buy or sell securities for client accounts, in which we have a material financial interest.
- C. We may, from time-to-time, buy or sell for our own personal accounts securities which we have also recommended to clients. Any such securities transactions are likely to be statistically insignificant in relation to the market

as a whole for that security. We fully disclose to clients that we use the same investments in our personal portfolios as those that we recommend to them.

- D. Any securities transactions we enter into for our personal accounts of the same security that we are buying or selling for a client's account are likely to be statistically insignificant in relation to the market as a whole for that security. This minimizes/eliminates conflicts of interests for this situation.

Part 2A of Form ADV - Firm Brochure

Item 12 - Brokerage Practices

- A. At the client's request, we will work with any of the large brokerage firms operating in the United States. The primary factors used in making a recommendation of a broker to a client are the broker's reputation, the ease with which the broker's data can be assimilated into our portfolio management system, the broker's ability to deliver a suitable range of investment choices to our clients, and our experience with the broker. We will work with the client and broker to be sure that the client's portfolio and asset allocation fit the profile developed by us and the client. In this capacity, we will perform due diligence services for the client and endeavor to ensure that transactions are executed in such a manner that the best execution possible is part of the due diligence process.

As mentioned in Item 10C, SFS is authorized to be an investment manager listed on accounts that are custodied at Fidelity Institutional Wealth Services (hereafter "Fidelity") for ease in reporting, tracking and management. SFS does not receive any compensation from Fidelity for this relationship.

1. We do not receive research or other products or services, other than execution from Fidelity, in connection with client securities transactions at Fidelity that would be considered to be "soft dollar benefits".
2. We do not receive client referrals from Fidelity, so we do not have an incentive to use Fidelity as a broker-dealer because of receiving any referrals from them.
3. We do not recommend, request or require that a client direct us to execute transactions through a specified broker-dealer.

As mentioned in 12A above, we permit a client to direct the brokerage to use for their investment accounts. Currently, all client assets that we manage are custodied at Fidelity. Should a client direct us to another brokerage, we would explain that we may not be able to achieve favorable execution of security transactions or management of the client's account.

- B. We do not have discretion on client investment accounts, and we require clients' authorization to place trades in their accounts on their behalf. Thus, we do not aggregate the purchase or sale of securities across client accounts. Instead, as soon as we get each individual client's authorization for a transaction, we execute the transaction for that client in their account as soon as possible.

Part 2A of Form ADV - Firm Brochure

Item 13 - Review of Accounts

- A. We review client accounts on a monthly basis by comparing client accounts to their mutually-agreed upon portfolio benchmarks. We also review client accounts whenever we are contacted by a client to let us know about a change in their investment and/or financial planning situation, or whenever they would like a review done of their accounts. The Principals of the firm, Cynthia G. Sechrest and Jarod J. Bloom, conduct these reviews and supervise our firm's staff that assist with preparing the information for these reviews.
- B. As mentioned in 13A above, we will review a client's accounts on other than a periodic basis at the client's request. This is usually triggered by some type of life planning change or concern of the client's.
- C. Clients receive statements of their investment accounts from the custodian of the accounts on a monthly basis, unless they've opted to receive these statements on a less frequent basis. Clients receive copies of any trade confirmations from the custodian of their investment accounts as soon as the trades are executed, unless clients have elected to receive these statements on a less frequent basis, such as having all confirmations sent to them in a single batch every quarter. On a quarterly basis, we provide clients with a Morningstar Workstation analysis showing the clients' total investment portfolio compared to their investment benchmark across a variety of investment management analytics. These reports are in writing.

Part 2A of Form ADV - Firm Brochure

Item 14 - Client Referrals and Other Compensation

- A. We do not receive an economic benefit from anyone other than the client for our providing investment advice or other advisory services to our clients.
- B. We do not compensate any person that is not a supervised person for a client referral.

Part 2A of Form ADV - Firm Brochure

Item 15 - Custody

We do not have custody of client funds or client securities.

Part 2A of Form ADV - Firm Brochure

Item 16 - Investment Discretion

We do not accept discretionary authority to manage securities accounts on behalf of clients.

Part 2A of Form ADV - Firm Brochure

Item 17 - Voting Client Services

- A. We do not have and we will not accept authority to vote client securities.
- B. As mentioned in item 17A above, we do not have authority to vote client securities. Clients will receive their proxies or other solicitations directly from their custodian. Clients can contact us via phone, e-mail, or any other way they typically correspond with us if they have questions about a particular solicitation.

Part 2A of Form ADV - Firm Brochure

Item 18 - Financial Information

- A. We do not require or solicit prepayments of fees per client in advance.
- B. We do not have discretionary authority or custody of client funds or securities.
- C. We have not been the subject of a bankruptcy petition at any time during the past ten years.

Part 2A of Form ADV - Firm Brochure

Item 19 - Requirements for State-Registered Advisers

A. The following individuals are the Principals of our firm:

Cynthia G. Sechrest, CPA, PFS

- Formal education after high school:
 - Wake Forest University, 1961-1965; B.S. in Biology
 - NC State University, 1965-1968; M.S. in Ecology
 - Bentley College, Certificate in Accountancy; 1987
- Business background
 - Principal, Sechrest Financial Services, LLC; Acton, MA (January 2002 - present)
 - Principal, Sechrest & Associates, CPAs; Acton, MA (August 1990 - December 2010)
 - Principal, Sechrest & Bloom, LLC; Acton, MA (January 2011 - present)

Jarod J. Bloom, CPA, CFP

- Formal education after high school:
 - Boston University School of Management, 1991-1995; B.S. in Business Administration; Concentration in Accounting
- Business background
 - Served as the Family Chief Financial Officer; The Darrow Company, Inc.; Concord, MA (August 1998 - April 2005)
 - Vice President, Sechrest Financial Services, LLC; Acton, MA (November 2005 - December 2010)
 - Vice President, Sechrest & Associates, CPAs; Acton, MA (November 2005 - December 2010)
 - Principal, Sechrest Financial Services, LLC; Acton, MA (January 2011 - present)
 - Principal, Sechrest & Bloom, LLC; Acton, MA (January 2011 - present)

The following individual is a management person of our firm:

Walter S. Sechrest

- Formal education after high school:
 - NC State University, BSEE, Electrical Engineering, 1965
 - University of Missouri, Rolla, MS in Engineering Management, 1974

- Business background
 - Project Manager, Raytheon Company; Lexington, MA (1983 - 2003)
 - Business Manager, Sechrest & Associates, CPAs and Sechrest Financial Services, LLC; Acton, MA (March 2003 - December 2010)
 - Business Manager, Sechrest & Bloom, LLC and Sechrest Financial Services, LLC; Acton, MA (January 2010 - present)
- B. Both Cynthia G. Sechrest and Jarod J. Bloom are Principals in Sechrest & Bloom, LLC. The firm services small business and individuals and is co-located with Sechrest Financial Services, LLC in Acton, MA. The CPA firm provides accounting and tax services for its clients. No products are sold. Cynthia and Jarod each spend approximately 50% of their time on the CPA firm.
- C. We are not compensated by performance-based fees. Performance-based fees may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.
- D. We have not been involved in an award or otherwise being found liable in a) an arbitration claim alleging damages in excess of \$2,500, or b) a civil, self-regulatory organization, or administrative proceeding involving:
1. An investment or an investment-related business or activity;
 2. Fraud, false statement(s), or omissions;
 3. Theft, embezzlement, or other wrongful taking of property;
 4. Bribery, forgery, counterfeiting, or extortion; or
 5. Dishonest, unfair, or unethical practices
- E. We do not have any relationship or arrangement with any issuer of securities that hasn't already been listed in Item 10C above.