

Part 2A Appendix 1 of Form ADV: *Wrap Fee Program Brochure*

Item 1 Cover Page

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This brochure provides information about the qualifications and business practices of Katz Family Financial Advisors. If you have any questions about the contents of this brochure, please contact us at 425.657.2205 or sue@katzfamilyfinancial.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 Katz Family Financial Advisors also is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Material Changes

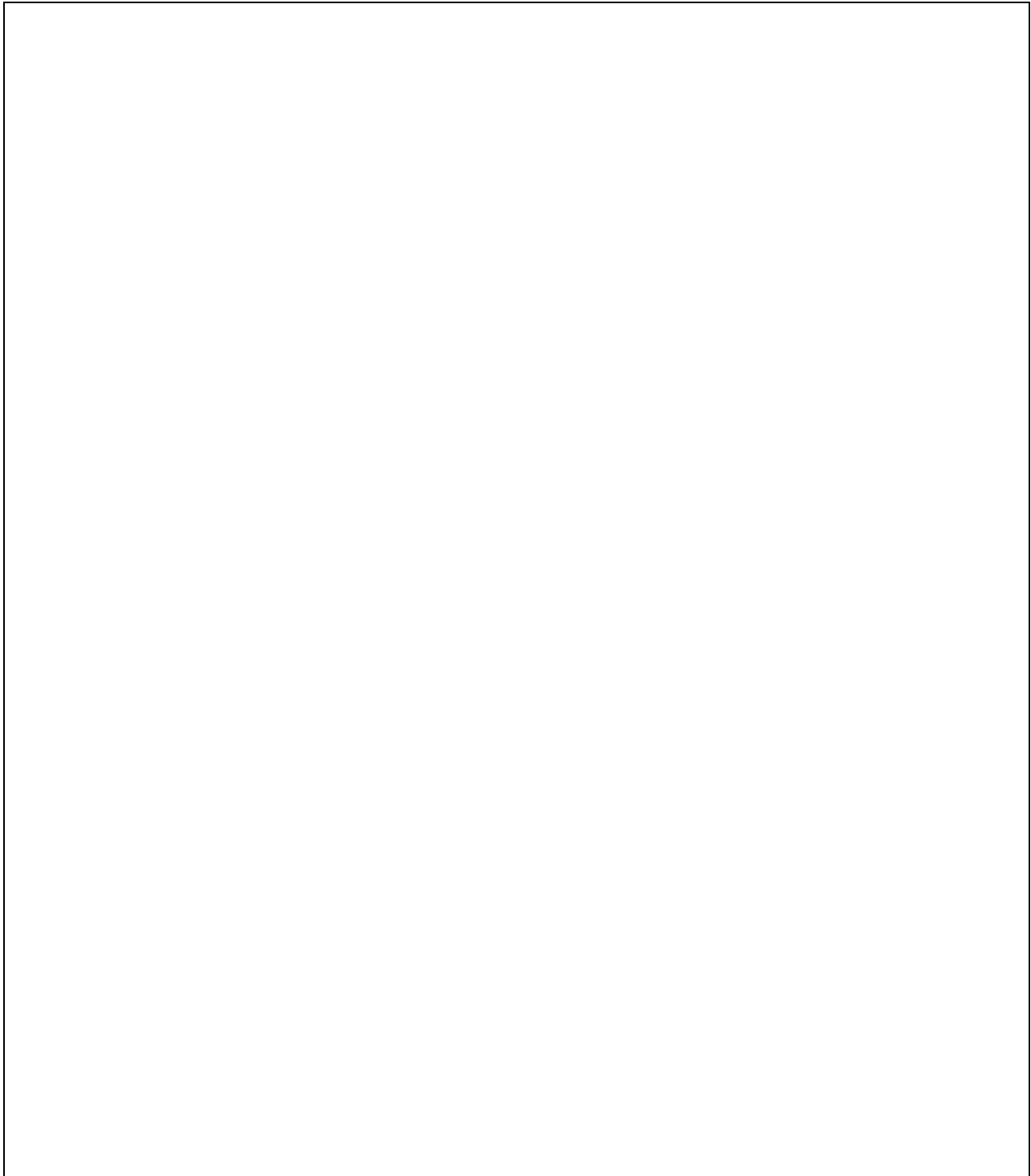
none

Item 3 Table of Contents

Table of Contents

Item Number Item Page

4	Services, Fees and Compensation.....	2
5	Types of Clients	3
6	Portfolio Manager Selection and Evaluation.....	4
7	Client Information Provided to Portfolio Managers - none.....	5
9	Additional Information	6
10	Requirements for State-Registered Advisers.....	7



Item 4 Services, Fees and Compensation

The Katz Family Financial Advisors Program (the "Program") is a fee-only investment advisory program (the "Program") sponsored by Katz Family Financial Advisors, LLC. The Program provides individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and business entities the ability to trade in individual debt and equity securities, mutual funds, index funds, exchange-traded funds, options, and other eligible securities (collectively "Eligible Securities") without incurring separate brokerage commissions or transaction charges.

100% of clients participate in the wrap fee program. The fee is 1% for all clients and all asset classes. This is a non-negotiable fee. 0% of the fee is paid to portfolio managers.

The Registrant offers its services for fees based upon assets under management. Prior to engaging the Registrant to provide any of the foregoing investment advisory services, the client will be required to enter into one or more written agreements with the Registrant setting forth the terms and conditions under which the Registrant shall render its services (collectively the "Agreement").

The Registrant may provide limited financial planning or other consulting services as part of its investment management services. To the extent specifically requested by a client, the Registrant may provide limited consultation services to its investment management clients on investment and non-investment related matters. Any such consultation services, to the extent rendered, shall be rendered exclusively on an unsolicited basis, for which the Registrant may or may not receive additional compensation.

The Registrant is the sponsor of the Katz Family Financial Advisors Program (the "Program"), a wrap fee program. The Registrant provides the majority of its investment management services through the Program. In the event the client participates in the Program, the Registrant shall provide its investment management services and arrange for brokerage transactions under a single annualized fee. For participants in the Program, the Registrant shall charge an annual fee based upon a percentage of the market value of the assets being managed by the Registrant that includes all commissions or transaction fees which otherwise would be incurred by the client. Participants in the Program may pay a higher aggregate fee than if investment management and brokerage services are purchased separately.

Item 5 Account Requirements and Types of *Clients*

All clients participate in the wrap fee program, regardless of account size or type of client.

Clients include individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and business entities

Item 6 Portfolio Manager Selection and Evaluation

Portfolio managers not used. Accounts are managed by related persons, since no outside managers are used; there is not a conflict of interest in selection of outside managers versus related persons.

Proprietary models are used to filter the universe of securities based on criteria for safety, quality, growth and value. Models are used for common stocks, etfs and mutual funds.

The Registrant's management using the investment strategy has been designed to comply with the requirements of Rule 3a-4 of the Investment Company Act of 1940, as amended. Rule 3a-4 provides similarly-managed accounts, such as the investment strategy, with a safe harbor from the definition of an investment company. In accordance with Rule 3a-4, the following features have been specifically included in the Registrant's management using the investment strategy:

1. Initial Interview - an initial interview is conducted with each client to determine the client's financial circumstances, goals, acceptable levels of risk, any reasonable restrictions on the management of their account, and other relevant circumstances;
2. Individual Treatment - the client's account is managed on the basis of the client's financial circumstances and investment objectives;
3. Consultation - an Advisory Affiliate of the Registrant knowledgeable about the client's account shall be reasonably available to consult with the client relative to the status and management of their account;
4. Notice of Transactions - the client shall receive notice of all transactions in their account as if they had maintained a similar account outside of the program;
5. Quarterly Statement - the client shall be provided with a quarterly statement containing a description of all activity in their account;
6. Ability to Impose Restrictions - the client shall have the ability to impose reasonable restrictions on the management of their account, including the ability to instruct the Registrant not to purchase certain securities or types of securities;
7. No Pooling - the client's beneficial interest in a security does not represent an undivided interest in all the securities held by the custodian, but rather represents a direct and beneficial interest in the securities which comprise the client's account;
8. Separate Account - a separate account is maintained for the client with the custodian; and
9. Ownership - each client retains indicia of ownership of the account (e.g. right to withdraw securities or cash, exercise or delegate proxy voting, and receive transaction confirmations).

There is no voting of client securities

Item 7 *Client* Information Provided to Portfolio Managers

No outside portfolio managers used.

Item 9 Additional Information

100% of clients are wrap fee clients. All information on Part 2A Firm Brochure is applicable to this item.

Item 10 Requirements for State-Registered Advisers

none