



Firm Brochure
(Part 2A of Form ADV)

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This brochure is information required by the United States Securities & Exchange Commission (the SEC) and is intended to provide information about the qualifications and business practices of Mosaic Financial Partners, Inc. If you have any questions about the contents of this brochure, please contact us at: (415) 788-1952, or by email at: info@MosaicFP.com. Any questions that are specifically compliance-oriented should be directed to: Geoff@MosaicFP.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 Mosaic Financial Partners, Inc is available on the SEC's website at www.adviserinfo.sec.gov

March 2012



Material Changes

Annual Update

This section “Material Changes” of this brochure will be updated annually as well as when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

As required by the SEC, this brochure represents the annual update (the “amendment”) for year-end 2011. The only material changes that were made in this amendment were to 1) update the number representing the amount of assets under management by Mosaic Financial Partners and 2) to add a required statement on WRAP programs.

Full Brochure and More Information Available

The SEC likes us to remind you that we are happy to send you a copy of our full brochure upon your request. For the most recent version of our brochure or for more information about Mosaic Financial Partners, Inc., please contact us by telephone at: (415) 788-1952 or by email at: info@MosaicFP.com.

Readability of this Material

The government hopes that this government-required disclosure document (the “brochure”) will help you understand what we do, how we do it, what your costs are likely to be, and to help you identify the potential for conflicts of interest in the advice that we offer. We, too, are interested in you having all that information and this brochure represents our efforts to provide same. Some of the U.S. Securities and Exchange Commission’s technical requirements for this document contribute to the length and dryness of the material, at the expense of readability. We apologize to you, the reader, and request your forbearance with these limitations. That said, if it helps you to sleep better at night, then it has served at least one purpose!

Ultimately, Mosaic’s goal is to provide clients with the best financial planning and investment management advice that we are capable of, at reasonable and competitive rates, while carrying all the risks inherent with investment management. Therefore, the material contained within is offered with our full integrity and intent to provide transparency, full disclosure, and the information you need to make a good decision in choosing your advisor.

We welcome your questions.



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Advisory Business

Firm Description

Mosaic Financial Partners, Inc., hereinafter (“the Adviser” or “Mosaic”) was founded in 1988. It adopted its current name in 2005. Mosaic is an SEC registered investment adviser. While SEC registration does not imply a certain level of skill or training, Mosaic Financial Partners, Inc. requires that advisors have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning.

Mosaic is a fee-only, boutique financial planning and investment management firm primarily serving individuals and families in the Bay Area. Most clients make use of both services, although some will make use of only investment management or financial planning. Mosaic does not sell securities or financial products and the firm is not affiliated with entities that sell financial products or securities.

Investment clients of Mosaic grant the firm investment discretion on matters of investment selection and placement of trades under a limited power of attorney. Mosaic does not act as a custodian of client assets and clients always maintain asset control with the one exception where a principal of the firm acts as a trustee.

Should the client have need for services from other professionals (e.g., lawyers, accountants, insurance agents, etc.), such services are engaged directly by the client when and how needed. Any conflicts of interest arising out of Mosaic’s or its associated persons are disclosed in this brochure.

Principal Owners:

Norm Boone is a 95% stockholder. Kevin Gahagan is a 5% stockholder.

Types of Advisory Services

Mosaic provides comprehensive personal financial planning services for a fee to a variety of clients including business owners, professionals, corporate executives, inheritors, and retirees. Mosaic also provides investment management services exclusively on a fee basis. As part of the financial planning process Mosaic furnishes advice to clients on matters not involving securities such as taxation issues, and trust services, estate planning, cash flow and other related matters.



As of December 31st, 2011 Mosaic managed approximately \$437,823,581 in assets for 234 clients. Approximately \$437,088,394 is managed on a discretionary basis and approximately \$735,187 is managed on a non-discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented in Mosaic's central files. Financial Planning documents reflect the clients' stated goals and objectives. Written Investment Policy Statements reflect an understanding of Mosaic's and the clients' respective roles and responsibilities, requirements, and specific expectations related to investment management services. Clients may impose restrictions on Mosaic's investing in certain securities or types of securities or asset classes.

Assignment of Investment Management Agreements

Agreements may not be assigned without client consent

Types of Agreements

The following agreements define the typical client relationships.

Financial Planning Agreement

Mosaic provides comprehensive personal financial planning services for a fee to a variety of individuals and families including business owners, professionals, corporate executives, inheritors, and retirees. Use of our investment management services, as described elsewhere in this document, is not required of those who wish to use only the personal financial planning services, although we believe clients who use both are best served. Not all clients who request financial planning as a sole service can be accommodated by Mosaic due to the time-consuming nature of this service.

The comprehensive planning process in the initial year involves a series of meetings with the client, typically conducted over several months, using the following fundamental steps:

- Establishment/definition of the relationship with the client



- Gathering of client data, including personal and financial data, goals, objectives, risk tolerance
- Analysis and evaluation of client's current financial status and assumptions
- Evaluation of alternative solutions
- Development and presentation of financial planning recommendations
- Assistance with implementation, as appropriate.

Mosaic's financial planning activities are tailored to the client's needs and circumstances. Topics that may be addressed, depending on the requests of the client might include:

- Risk Management/Insurance (life, disability, medical, long-term care, property & casualty, liability, professional, directors & officers, etc.)
- Benefits—both employer-provided (insurance, stock options, executive benefits, deferred compensation, etc.) and government benefits (Social Security, Medicare, etc.)
- Tax Planning
- Investment analysis and planning
- Retirement planning (How much will I need in order to retire, given my lifestyle? When can I comfortably retire? Am I spending too much and in danger of running out of money?)
- Estate and Philanthropic planning, family gifting
- Savings, Budgeting, Debt Management, Saving for College
- Facilitating Family Councils
- Career and Business Strategy

Clients receive a copy of written documents that are developed and discussed during the meetings between Mosaic and the client. A comprehensive financial plan does not include recommendations on specific individual investments, preparation of any kind of income tax, gift or estate tax returns, or preparation of any legal documents, including wills or trusts. Specific investment recommendations are considered part of the implementation phase of the relationship. The others constitute legal or tax advice, which are not provided by Mosaic.

Personal financial planning (the analysis, written report, and subsequent modifications and services) is a service separate from our investment management services. Clients have full discretion as to the extent to which, if at



all, they choose to implement the recommendations discussed in the financial planning phase.

Depending on the scope of the assignment and the complexity of the planning to be performed, the analysis, development of the recommendations, plan write-up, and plan presentation can take from approximately 60 days to nearly one year. For most clients, the initial year of planning is generally accomplished within eight to ten months from the date the client provides all requested information. Meetings are typically held every 30-45 days during that period, depending on how quickly clients can provide the necessary documents and input and the mutual calendar availability. Clients can stop the planning process at any point by formally notifying Mosaic in writing and the relationship will be considered terminated.

Once an initial plan is completed, the client has several options with regards to ongoing financial planning services: 1) the client may feel that the questions which required the service in the first place have been adequately addressed and that there is no need for further involvement with Mosaic; 2) the client may wish to have access to ongoing services provided such that regular or periodic meetings occur to discuss changes in the client's financial situation or in the financial environment; or 3) the client may wish to wait to initiate contact with Mosaic as new questions arise.

Insurance

Insurance is at the core of Risk Management, an essential element in the financial planning process. Mosaic Financial Partners, Inc. does not sell insurance nor insurance products and receives no commissions, rebates or referral fees when its clients purchase such products from others. At the same time, because of the variety, complexity and number of possible products available to meet various insurance needs, Mosaic prefers to be as involved as much as possible when its clients consider the purchase of such products to meet their financial planning needs.

When an insurance need becomes apparent, Mosaic will generally make a recommendation as to the generic type of product or products that would best address the specific need. If the client has an existing agent who can provide the needed product and related service, Mosaic will, at the client's request, work with that agent to ensure the client is getting the best product for that need. If the



client does not have a preferred agent, Mosaic may work with a "no-load" provider or refer the client to an agent whom Mosaic believes can best deliver the appropriate product(s) and related service. Mosaic has no formal affiliation with any such agent, nor does it receive any compensation for such referrals. However, experience and industry knowledge has provided Mosaic with some insights about who might be able to do the needed tasks in an appropriate manner.

Ongoing Financial Planning Services

Financial planning should be an ongoing, life-long process. After the initial year's analysis is done and recommendations are presented to, and accepted by the client, ongoing planning is an important service provided by Mosaic.

For those clients making use of the investment management services of Mosaic and who pay at least our minimum annual investment management fee, the cost of ongoing financial planning services will be incorporated into the investment management fees. For such clients, except for the initial planning fees, there will be no additional charge over and above the investment fees for planning work and advice that reviews and/or updates planning previously performed for that client. An exception to this rule may arise if a client wishes Mosaic to provide advice and analysis well beyond Mosaic's normal service offering. Planning services directed at previously unaddressed topics, extraordinary research or analysis may involve additional costs, which will be negotiated on an individual basis prior to beginning such work.

For clients who pay investment management fees of less than our annual minimum, a separate fee for financial planning may be charged. Such separate financial planning fees may take any of the forms described in Financial Planning Fees within this document but are generally hourly, project or retainer and will be based on the amount of work requested by the client.

The financial planning review may be the only service provided to the client and does not require that the client use or purchase the investment advisory services offered by Mosaic or other products and services offered by Mosaic. There is an inherent conflict of interest for Mosaic whenever a financial plan recommends use of professional investment management services or other financial products or services. Mosaic or its associated persons may receive compensation for financial planning and the provision of investment management services. Neither



Mosaic nor its employees engage in the sale of financial products, nor do we receive any compensation when a client purchases financial products or services from third party providers. Mosaic does not make any representation that these products and/or services are offered at the lowest available cost and the client may be able to obtain the same products or services at a lower cost from other providers. The client is under no obligation to accept any of the recommendations of Mosaic or use the services of Mosaic in particular.

Investment Management Agreement

Mosaic Financial Partners, Inc. ("Mosaic") provides investment management services exclusively on a fee basis. These services include:

- Design of an asset allocation appropriate to the client's individual circumstances, often as determined by the financial planning process
- Development of an Investment Policy Statement
- Determination of individual securities to be bought or sold and selection of appropriate managers
- Buy-sell trades as determined by the above steps
- Monitoring of the investments and making ongoing adjustments as necessary

Implementation of the plan or investment management of client portfolios follows a strict process of asset allocation based on client objectives and risk assessment. Investments are selected for client accounts from an "approved list", which is maintained and updated by the firm's Investment Committee. This Committee is chaired by Mosaic's Director of Investments and is comprised of several key members of the firm as well as certain outside parties. Securities are selected for the approved list based on numerous factors including investment style, consistency of returns, expenses, manager tenure, and availability at the custodian(s) to be utilized as discussed later in this brochure.

To serve the variety of needs of its many different investment management clients, Mosaic utilizes multiple compensation structures as described below. The specific services and compensation arrangement appropriate to each client, as well as appropriate disclosures, are generally documented in a Letter of Engagement for Asset Management Services ("Letter of Engagement") signed by the client prior to service being rendered. A client's Letter of Engagement will reflect the fee schedule in effect at the time it was executed and may differ from



the current fee schedules described below; it may also differ from the fee arrangements in force for other clients. Actual billings to clients are based on the then-effective Letter of Engagement signed by the respective client. Fees and/or minimums may be negotiable where special circumstances exist.

Hourly Planning Engagements

Mosaic occasionally provides hourly financial planning services at its sole discretion for certain clients who need advice on a limited scope of work. Hourly rates can be found in the 'Fees and Compensation' section of this brochure.

Asset Management

Mosaic may offer advice on securities that includes but are not limited to stocks, bonds and mutual funds, exchange traded funds, exchange traded notes, hedge funds, venture capital opportunities, derivative debt and equity securities, private and public REITs, and other partnership interests such as those investing in mortgages or venture capital. Mosaic may also offer advice on other types of investments such as business opportunities. Should such advice be offered by Mosaic when the investment is unlikely to end up in the Mosaic-managed portfolio, then the analysis of such opportunities is considered a financial planning service and would be subject to all guidance, limitations and fees described in the financial planning section above.

The vast majority of investments recommended by Mosaic are in the form of no load mutual funds or Exchange Traded Funds or equivalent investment products. Separate accounts, in which individual stocks or bonds are chosen and managed by one or more specially selected investment managers, are sometimes utilized to help build a portfolio of investments for some clients.

As a result of employee benefit perquisites arising from their position as an owner or executive of a company, some clients may own, be granted or may consider purchasing options, warrants, restricted stock in the shares of their company or similar equity enhancements to their compensation. Mosaic offers advice about such investment decisions, as well as about the sale or liquidation thereof, as part of its financial planning services.

The investment selection offered to clients may be limited by the knowledge and experience of the personnel of Mosaic and/or the resources available to it as a result of its relationships with custodians and other providers in the broader



financial industry. In addition, as a result of these resources, certain investments may be available to clients of Mosaic that might not be available to members of the public at large. Mosaic believes that the breadth of choices available under these restrictions is sufficiently wide so as to effectively make available the full range of investment options that might conceivably be important for all but the rarest client.

Suitable categories of investments are selected in accordance with the clients' attitudes about risk and their need for capital appreciation or income production, with tax considerations of all transactions weighted heavily. Within each category, individual securities are selected whose characteristics are most consistent with the particular objectives for which the category was chosen. Risk factors of the different investments are considered, particularly in light of the clients' willingness to assume risk.

When pools of securities (e.g. mutual funds) are employed by Mosaic as part of a client portfolio, the fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. If a brokerage/custodian is used to purchase a mutual fund, the brokerage/custodian may charge a transaction fee for the purchase of some funds.

When appropriate, stocks and bonds are transacted through a brokerage account of the client. The brokerage firm charges a fee or a mark-up or mark-down for stock and bond trades. Mosaic does not receive any compensation from fund or brokerage companies for this or any other reason.

Mosaic does not sponsor a WRAP program nor is Mosaic an investment adviser to a WRAP program.

Initial public offerings (IPOs) are not available through Mosaic.

Fees and Compensation

Investment Management

For those clients making use of investment management services provided by Mosaic, the amount of the asset management fee will be based upon the total assets under management and according to the following schedule:



Annualized Investment Management Fees		
<i>Account Value From</i>	<i>Account Value To</i>	<i>Annual Percentage Fee</i>
\$0	\$ 2,000,000	1.00%
\$2,000,001	\$ 5,000,000	0.70%
\$5,000,001	\$10,000,000	0.50%
Over \$10,000,001		0.30%

There is a minimum quarterly investment management fee of \$3,750 which may be negotiated where unique circumstances apply.

The client will pay to Mosaic a quarterly fee in advance for managing the portfolio which will be based on the market value of the managed portfolio, including cash equivalents, as determined at the close of the preceding quarter. The fee is increased for deposits and decreased for withdrawals occurring during the immediately previous quarter. Fees are deducted from client accounts concurrent with the mailing of invoices, which typically occurs during the first two weeks of the month following the end of the calendar quarter. Fees are negotiable at the Advisor's sole discretion depending upon the facts and circumstances of each client (i.e., size of account, length of time with Advisor, etc.).

All fees paid to Mosaic for investment advisory services are separate and distinct from the fees and expenses charged by separate account managers or by mutual funds or exchange traded funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. A client could invest in most mutual funds directly, without the services of Mosaic. In that case, the client would not receive the services provided by Mosaic which are designed, among other things, to assist the client in determining which investments are most appropriate to each client's financial objectives. Accordingly, the client should review both the fees charged by the funds and the fees charged by Mosaic to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

A client may terminate the agreement at any time and will receive a refund of any prepaid but unearned advisory fees for the period from the termination date



through the end of that calendar quarter. To ensure clear communication, a termination notice must be issued in writing and is effective only upon receipt by Mosaic.

The above reflects our current billing practices for new clients. Existing clients of Mosaic may be paying fees under different terms, according to historical fee payment provisions in their investment management agreement.

Third Party Investment Services

For certain long-term clients, Mosaic employs third party investment service firms (e.g., SEI) to provide investment services. These third party investment firms assume portions of the administrative role associated with servicing these client accounts. In these cases, there may be a modified fee schedule and some variation in how these remaining client accounts are billed and serviced. Mosaic no longer uses these firms for new clients, although a few existing clients continue to use SEI.

Commissions

Mosaic does not accept commissions, rebates or referral fees as compensation for its services. Mosaic is currently compensated exclusively through fees paid by clients.

Financial Planning

At the client's discretion and based on the nature and scope of the planning work to be performed, clients may pay for the planning services provided by Mosaic in one of three ways:

Hourly fees. This approach is occasionally employed for shorter term consulting requests or very limited financial planning and analyses. It may also be appropriate when the extent of the work to be done is very unclear. Payment is required on completion of a distinct service, or monthly if the service is in process. Hourly rates are as follows:

Professional	\$175 - \$350/hr
Paraprofessional	\$150/hr
Clerical	\$ 85/hr



Professional hourly fees are charged based on Mosaic providing the planning service. Those with greater seniority charge a higher hourly rate. Hourly rates are not negotiable, although Mosaic may agree to limit the number of hours dedicated to a particular task at the client's request.

Project fees. These are fixed at the beginning of the engagement and based on an estimate of the time required to complete the work multiplied times the hourly rates of the Mosaic members to be involved. The fees for the initial year of financial planning generally range between \$8,000 and \$15,000 and are negotiable based on the nature of the planning – basic planning up to more complex planning cases. Certain planning engagements may charge a project fee outside of the above range due to factors specific to that engagement. Payment arrangements will vary, but in all cases involve a partial payment upon the agreement being signed with remaining amounts due at pre-defined points in the process, most often 25% of the total every 90 days until fully paid or until the project is completed, whichever comes first. The fee amount may be negotiated which could result in an adjustment in the number of hours to be spent by Mosaic's personnel on such project.

Annual retainer fees. Occasionally Mosaic collects a retainer fee at the beginning of the relationship based upon the scope of work to be performed and the nature of ongoing consulting desired and can be updated annually. This approach is recommended where the nature of the planning work is complex and the client has multiple financial concerns requiring regular advice and guidance. Payment for retainer fees is required either on an annual or a quarterly basis, depending on the scope of the assignment. The retainer fee amount is designed to reflect the service to be provided and the Mosaic personnel to be involved and the number of hours Mosaic expects to spend on the project. The retainer fee amount is derived from an estimate of the number of hours required, and the billing rates of the individual Mosaic members to be included. Due to the infrequent utilization of retainer fees, the fee amount is negotiated based on the services expected to be provided. Payment for retainer fees is required prior to the service being rendered, however any unearned retainer fees are refunded upon termination of the engagement.

Ongoing Financial Planning Services

Financial planning should be an ongoing, life-long process. After the initial year's analysis is done and recommendations are presented to and to the extent desired,



implemented by the client, future financial planning services provided to the client by Mosaic is referred to as “ongoing planning” and is an important service provided by Mosaic.

For those clients making use of the investment management services of Mosaic and who pay at least Mosaic’s minimum annual investment management fee, the cost of ongoing financial planning services will be incorporated into the investment management fees. For such clients, except for the initial planning fees, there will be no additional charge over and above the investment fees for planning work and advice that reviews and/or updates planning previously performed for that client. An exception to this rule may arise if a client wishes Mosaic to provide advice and analysis well beyond the normal service offering. Planning services directed at previously unaddressed topics, extraordinary research or analysis may involve additional costs, which will be negotiated on an individual basis prior to beginning such work.

For clients who pay investment management fees of less than our annual minimum, a separate fee for financial planning may be charged. Such separate financial planning fees may take any of the forms described in Financial Planning Fees within this document but are generally hourly, project or retainer and will be based on the amount of work requested by the client.

Termination of Agreement

A Client may terminate an investment management agreement at any time by notifying Mosaic in writing. Clients shall be charged pro rata for services provided through to the date of termination. Existing clients who are being billed in arrears will have their final bill calculated using their portfolio’s average daily balance during the calculation period. If the client made an advance payment, the fees earned for the quarter will be based on starting balance at the beginning of the quarter, adjusted for any capital flows (deposits or withdrawals) occurring during the billing period and prorated based on the number of days that services were provided during the billing period. Mosaic will refund any unearned portion of the advance payment.

A client may terminate a financial planning agreement in writing in the first thirty days after signing the agreement and will be entitled to a full refund of any fees paid to Mosaic under that agreement. Thereafter, a client may terminate the agreement in writing at any time but will not be entitled to a refund of fees



already paid and will compensate Mosaic at its hourly rates for the time spent on the client's behalf. Clients billed on an hourly basis will be liable for hours incurred through the date of termination.

Mosaic 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 Mosaic's judgment, to providing proper financial advice. If Mosaic chooses to terminate the planning relationship, all planning fees paid by the client, and as yet unearned as of the date of the termination, will be refunded.

Performance Fees

Mosaic's fees are not based on a share of the capital gains or capital appreciation of managed securities. However, Mosaic may employ certain types of investments that do charge a performance fee in which Mosaic does not participate. For these investments, refer to their offering or private placement memorandum for an explanation and amounts of the performance fees.

Other Fees

Mosaic may include mutual funds, variable annuity products, Exchange Traded Funds (ETF's), and other pooled or managed products or partnerships in clients' portfolios. Clients may be charged for the services by the providers/managers of these products in addition to the management fee paid to Mosaic. The fees and expenses charged by the product providers are identified and described in each mutual fund's or underlying annuity fund's prospectus or in the offering memorandums of a partnership and are separate and distinct from the management fee charged by Mosaic. These fees will generally include a management fee, other fund expenses and a possible distribution fee.

No-load or load-waived mutual funds may be used in client portfolios so there would be no initial or deferred sales charges; however, if a fund that imposes sales charges is selected, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund or variable annuity or investment partnership directly, without the services of Mosaic. As a Registered Investment Advisor, Mosaic's clients may have access to institutional share classes of certain funds that have lower internal expenses than share classes available to retail investors. Accordingly, the client should review both the fees charged by the funds and the applicable program fee charged by Mosaic to fully understand the total amount of



fees to be paid by the client and to thereby evaluate the Advisory services being provided.

If it is determined that a client portfolio shall contain corporate debt or other types of over the counter securities, the client may pay a mark-up or mark-down or a “spread” to the broker or dealer on the other side of the transaction that is built into the purchase price of the security. Mosaic does not share in any such compensation.

Types of Clients

Description

Mosaic generally provides investment advice to individuals, pension and profit sharing plans, and trusts, estates, or charitable organizations. Client relationships vary in scope and length of service.

Account Minimums

While Mosaic does not have a specific minimum account size, the minimum annual fee for investment management accounts is \$15,000 which equates to an account size of \$1,500,000 based on the current fee schedule. However, at the sole discretion of Mosaic, it may accept smaller account sizes, and depending on the circumstances, fees may be adjusted.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include analyzing the economic characteristics of sectors and asset classes as well as some fundamental and technical analysis. The main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.



In addition, to help develop its strategies and recommendations, Mosaic uses commercially available services, specifically financial publications and information services dealing with investment research and taxation. Such information may be obtainable in print, on computer media, via the internet, or via some other electronic means. Company prepared materials (particularly prospectuses) and research releases prepared by others are also utilized.

As an investment advisor, Mosaic has the frequent opportunity to access information from a variety of experts, whether through personal visits, telephone calls, or at industry-related meetings. Independent, third party registered investment advisors may also be employed to provide additional expertise in unique situations.

Investment Strategies

The primary investment strategy used on client accounts is a global, multi-asset class approach. A substantial portion of the equity vehicles utilized by Mosaic track (or attempt to track) passively-managed indexes. Other parts of the portfolio may include actively managed vehicles that may perform better or worse than the applicable benchmark. Portfolios are globally diversified and diversified across different asset classes and utilize different investment strategies in order to control the risk associated with traditional markets.

The investment strategy for each specific client is customized to reflect the objectives stated by the client, by the client's tolerance for risk, by the client's capacity to take on risk, by the current economic and market environment and by the investment needs of the client required to meet the client's stated goals. The client may change these objectives at any time. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy and any parameters they wish to place upon Mosaic's investment management for their portfolio.

Mosaic's investment strategies do not involve frequent trading, although clients making deposits and withdrawals require more frequent trades.

Portfolio strategies may include long-term purchases, short-term purchases, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).



Market, Security, and Regulatory Risks

The investment strategies used by Mosaic for client portfolios involve direct and indirect investments in securities markets. Our investment approach constantly keeps the risk of loss in mind. Investors face the following risks either through direct ownership of securities, or indirectly via securities owned by the pooled investment vehicles (e.g., mutual funds and exchange-traded securities) used by Mosaic:

- **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 for the securities issued by such companies.

Disciplinary Information

Legal and Disciplinary

During the 10 year period ending 12/31/2010, neither Mosaic nor its employees have been involved in legal or disciplinary events related to past or present investment clients. There are currently no disciplinary actions in progress involving any Mosaic employees.

Prior to the start of the period above, one employee was the subject of a lawsuit to recover losses on a security that lost value. The employee was dismissed from the action, and found to be free of any guilt or wrongdoing. More information is available upon request.

Other Financial Industry Activities and Affiliations

Affiliations

Norman M. Boone has formed a Florida Limited Liability Company with Linda Boone, known as BLIPS Partners LLC, the purpose of which is to advance the use of investment policy statements among advisors and bankers in their work with clients. Under this umbrella, the Boones jointly authored a book "Creating an Investment Policy Statement: Guidelines and Templates" published in June, 2004 by FPA Press. They periodically make speeches and provide training classes on the topic and provide consulting services. The primary product provided by BLIPS Partners, LLC is software (IPS AdvisorPro) which is sold to advisors and others to help them create appropriate Investment Policy Statements.

Norman M. Boone also serves as the one of two co-managing partners of Mosaic Family Business Center (Mosaic FBC), which provides professional consulting services, management and leadership training, successor development, family



business council facilitation, strategic planning and it helps to realign families and their organizations throughout the transition of succession and/or leadership change.

These combined activities take up approximately 10% of Mr. Boone's work time, plus additional time, which comes out of their personal schedules.

Norman M. Boone is a shareholder in National Advisors Holdings, Inc. (NAH), that has formed a federally chartered trust company, National Advisors Trust Company (NATC). The Office of Thrift Supervision regulates NAH and NATC. The trust company provides a low cost and more flexible alternative to traditional trust service providers. Mosaic refers certain clients to NATC for custody and trustee services. Mr. Boone owns less than 1% of NAH's outstanding shares.

Covestor Ltd. ("Covestor Investment Management" or "CVIM") is a SEC registered investment advisor, contracting with Mosaic Financial Partners, Inc. for their investment strategies ("models") for use with CVIM's clients. Mosaic has no discretionary authority over trades executed on behalf of CVIM's clients, does not provide individual investment advice to CVIM's clients, and has no access to CVIM clients' investment objectives or personal circumstances.

Code of Ethics, Participation in Client Transactions and Personal Trading

Code of Ethics

Mosaic has adopted a Code of Ethics which establishes standards of conduct for its employees and other such supervised persons. The Code of Ethics includes general requirements that such supervised persons comply with their fiduciary obligations to clients and applicable securities laws, and specific requirements relating to, among other things, personal trading, insider trading, conflicts of interest and confidentiality of client information. It requires supervised persons to report their personal securities transactions and holdings quarterly to Mosaic's Compliance Officer, and requires the Compliance Officer to review those reports. It also requires supervised persons to report any violations of the Code of Ethics promptly to Mosaic's Compliance Officer. Each supervised person of



Mosaic receives a copy of the Code of Ethics and any amendments to it and must acknowledge in writing having received the materials. Annually, each supervised person must certify that he or she complied with the Code of Ethics during that year. Clients and prospective clients may obtain a copy of Mosaic's Code of Ethics by contacting the Compliance Officer of Mosaic.

The Investment Advisers Act of 1940 (The Act) imposes a fiduciary duty on investment advisers. As fiduciaries, Mosaic imposes upon itself a duty of utmost good faith to act solely in the best interests of each and every client. Our clients entrust us with their money and financial future, which in turn places a high standard on our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity in all of our dealings. This fiduciary duty is the core principle underlying Mosaic's Code of Ethics and represents the expected basis of all of our dealings with our clients.

Participation or Interest in Client Transactions

Under Mosaic's Code of Ethics, Mosaic and its managers, members, officers and employees may invest personally in securities of the same classes as are purchased for clients and may own securities of the issuers whose securities are subsequently purchased for clients. Mosaic and its managers, members, officers and employee may also buy or sell specific securities for their own accounts based on personal investment considerations which Mosaic does not deem appropriate to buy or sell for clients.

Personal Trading

The Chief Compliance Officer of Mosaic is Geoffrey Zimmerman. He reviews all employee trades each quarter (except for his own trading activity which is in turn reviewed by another principal or officer of Mosaic) and maintains a restricted list of securities used in client portfolios. 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 and that pre-approval is granted for trading in a restricted security.

Brokerage Practices

Brokerage Selection and Soft Dollars



For investment advisory clients, Mosaic will generally require that clients establish brokerage accounts with one of the following organizations: Charles Schwab Institutional, National Advisors Trust Company, Fidelity Investments or TD Ameritrade, to maintain custody of clients' assets and to effect trades for their accounts.

These organizations' services include brokerage, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or require a significantly higher minimum initial investment.

Mosaic's staff will assist clients in establishing and maintaining accounts with the aforementioned custodians through the preparation of account applications and other account-related documentation and by acting as a liaison between the client and the custodian as needed (generally for client signatures or for other information required by the custodian). While Mosaic may recommend the use of a particular brokerage or custodian, Mosaic does not have the discretionary authority to establish client accounts without an account applications signed by the client.

For Mosaic's client accounts maintained in the custody of the aforementioned institutions, these organizations generally do not charge separately for custody but are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through them or that settle into their accounts.

These organizations also make available to Mosaic other products and services that benefit Mosaic but may not benefit its clients' accounts. Some of these other products and services assist Mosaic in managing and administering clients' 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), provide research, pricing information and other market data, facilitate payment of Mosaic's fees from its clients' accounts, and assist with back-office functions, record keeping and client reporting. Many of these services generally may be used to service all or a substantial number of Mosaic's accounts, including accounts not maintained at these organizations. These organizations also make available to Mosaic other services intended to help Mosaic manage and



further develop its business enterprise. These services may include consulting publications and conferences on practice management, information technologies, business succession, regulatory compliance, and marketing. In addition, these organizations may make available, arrange and/or pay for these types of services rendered to Mosaic by independent third parties. These organizations may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Mosaic. While as a fiduciary, Mosaic endeavors to act in its clients' best interests, Mosaic's recommendation that clients maintain their assets in accounts at these organizations may be based in part on the benefit to Mosaic of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by them, which may create a potential conflict of interest. Use of these custodians by Mosaic is determined by client request, Mosaic operational efficiencies, availability or service for particular needs and by the pricing and quality of custodial services.

Mosaic is independently owned and operated and not affiliated with these organizations (with the exception of a less than 1% ownership of the National Advisors Trust Company (NATC) by Norman M. Boone). These organizations provide Mosaic with access to institutional trading and custody services, which are typically not available to retail investors.

It is the policy and practice of Mosaic to strive for the best price and execution for costs and discounts which are competitive in relation to the value of the transaction and which comply with Section 28(e) of the Securities Exchange Act of 1934, as amended. Nevertheless, it is understood that Mosaic may pay compensation on a transaction in excess of the amount of compensation that another broker or dealer may charge so long as it is in compliance with Section 28(e), and Mosaic makes no warranty or representation regarding compensation paid on transactions. In negotiating mark-ups or mark-downs, Mosaic will take into account the financial stability and reputation of brokerage firms and the brokerage and research services provided by such brokers, although the client may not, in any particular instance, be the sole direct or indirect beneficiary of the research services provided. Mosaic has no obligation to deal with any broker or group of brokers in executing transactions in portfolio securities. Mosaic receives no income from such brokers and custodians.



Order Aggregation

On rare occasions Mosaic may purchase and/or sell the same security for many accounts, even though each Client account is individually managed. When appropriate, Mosaic may also aggregate the same transaction in the same securities for many Clients for whom Mosaic has discretion to direct brokerage. Clients in aggregated transactions each receive the same price per unit and the same brokerage commissions (although Schwab charges every client the same fee regardless of whether the trade is for an individual client or as one part of an aggregated trade)

If more than one price is paid for securities in an aggregated transaction, each Client in the aggregated transaction will receive the average price paid for the block of securities in the same aggregated transaction for the day. If Mosaic is unable to fill an aggregated transaction completely, but receives a partial fill of the aggregated transaction, Mosaic will allocate the filled portion of the transaction to Clients based on an equitable rotational system as follows:

- Mosaic must ensure that adequate and full disclosure of its allocation and bunching practices has been made prior to the transaction.
- All Clients/investors, accounts or funds participating in the aggregated order shall receive an average share price. Transaction costs may or may not be shared on a pro-rata basis, depending on the policies of the custodian with all other transaction costs shared on a pro-rata basis.
- Aggregate transactions must not be executed unless the intended and resultant aggregation is consistent with its duty to seek best execution and any terms found in Mosaic's written agreements.
- Aggregated orders filled in their entirety shall be allocated among Clients/investors, accounts or funds in accordance with an allocation statement created prior to the execution of the transaction(s); partially filled orders shall be allocated pro-rata based on the allocation statement and the variance from the modeled allocation of a security. Where this method prescribes an odd-lot that is less than 100 shares for an account, the allocation will be rounded up to a whole lot. Client/investor funds held collectively for the purpose of completing the transaction may not be held in this commingled manner for any longer than is practical to settle the transaction.



- Investments resulting from any aggregated order must be consistent with the specific investment objective(s) of each Client/investor, account or fund as detailed in any written agreements.
- No additional compensation shall result from the proposed allocation. No Client/investor, account or fund will be favored over any other Client/investor, account or fund as a result of the allocation.
- Pre-allocation statement(s) specifying the participating Client/investor accounts and the proposed method to allocate the order among the clients/investors, accounts or funds are required prior to any allocated order. Basis for establishing pre-allocations may include pro-rata of account assets to assets for the specific strategy, executing broker and variance from modeled position holding as factors. Should the actual allocation differ from the allocation statement, such trade may only be settled with the approval of the CCO or another appropriately qualified and authorized principal of Mosaic.

Directed Brokerage

Mosaic will generally decline acceptance of any client account that directs the use of a broker-dealer (other than one of the firms previously identified in the Brokerage Practices section of this brochure) as Mosaic believes that this would adversely affect Mosaic's duty to obtain best execution as well as adversely impact its ability to quickly and effectively serve the broader investment needs of its clients. Mosaic may use discretion in selecting other broker-dealers when special circumstances dictate, e.g., to obtain a broader listing of fixed income securities available for purchase. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a minimum amount of the advisor's clients' assets are maintained in accounts at these organizations, and are not otherwise contingent upon Mosaic committing to these organizations any specific amount of business (assets in custody or trading).



Review of Accounts

Periodic Reviews

Mosaic's Director of Investment Management and the staff of the Investment Management Department are responsible for the ongoing review of all accounts supervised by Mosaic. Reviews are generally conducted no less frequently than weekly, and can occur as often as daily. The review process involves the use of customized portfolio management software, whose programming is based on rules determined by Mosaic's Investment Committee. The monitoring process looks for new cash deposited; cash withdrawn, or changes in relative performance that would suggest an opportunity to re-balance an account. Periodically, and more often during market declines, we review accounts for opportunities to sell securities at a loss (when held in taxable accounts) to capture the tax losses for future use in offsetting realized gains. Exception reports are generated so that Mosaic has a daily opportunity to review every account needing an action as defined by Mosaic's rules and then has an opportunity to take appropriate action.

In addition, investment accounts are more formally reviewed no less often than quarterly, as part of the monitoring and reporting process. These reviews are conducted by Advisors and/or the Director of Investments of Mosaic Financial Partners. Such a review and report includes addressing the following five questions:

- How did your portfolio perform over the last period, on both a nominal and relative basis?
- What parts of your portfolio did well? Poorly?
- Is your current portfolio allocation in line with the target allocation set forth in the Investment Policy Statement, as updated? If not, what changes are called for?
- Does your target portfolio continue to make sense? Has a change in your personal circumstances or in the broader world occurred that suggests a need to change the target allocation?
- Have any investments in your portfolio performed in an unexpected manner over a reasonable time or has some other change occurred that suggests that a change in investments be made at this time?



Review Triggers

Apart from the periodic reviews identified in the previous section, extra attention and broader reviews may occur when market conditions dictate, when client circumstances change, or other material events occur. These events may include (but are not limited to) the following:

- Periods of greater than usual market volatility
- Unusual or unexpected events such as political or economic turmoil, natural disasters, etc.
- Changes in tax laws
- New investment information pertaining to investments held in client portfolios
- A request from the client to liquidate and disburse some portion of the portfolio.
- A significant change in the personal or financial circumstances of the client.
- A significant change in the status of the financial markets.
- A security is added to or deleted from the “buy list” maintained by Mosaic’s Department of Investment Management

Regular Reports

Clients receive performance reports from Mosaic every quarter. The written reports include account and securities valuations, current and target asset allocation status, and overall performance (net of fees) stated in dollars and percentages for various periods of time, including since inception of the relationship.

Client communications occur at several levels:

- Confirmations document all transactions and are provided to the client by the custodian upon the occurrence of each buy or sell transaction.
- Statements of account holdings and a summary of the transactions during the reporting period are prepared and distributed no less frequently than quarterly by the respective custodian; in most cases these are provided monthly.
- Quarterly status reports and commentary are prepared and distributed by Mosaic or other third party investment service providers.



- A newsletter on investment and financial planning topics is provided to all clients approximately four times a year.
- Client meetings are generally held at least annually to review the account and the appropriateness of the holdings.
- Frequent email and telephonic communication also helps to keep Mosaic in touch with its clients.

Client Referrals and Other Compensation

Client Referrals

Mosaic may from time to time compensate either directly or indirectly, certain entities for client referrals. All payments shall be according to established written agreements and are in compliance with the Investment Advisors Act of 1940, Section 275.206(4)-3 and all applicable federal and state laws. Clients procured by such referral arrangements will be given full written disclosure of the terms and fee arrangements between Mosaic and the soliciting person or company. At this time, Mosaic does not have any direct or indirect relationships with an entity that is currently providing client referrals to Mosaic for compensation.

Referrals to Third Parties

Mosaic does not accept referral fees or other compensation from other professionals when referring a prospect or client to such outside professionals.

Custody

Custody Policy

With one exception, Mosaic Financial Partners, Inc. does not have custody of client funds other than the normal business practice of deducting management fees from client accounts. Norman M. Boone is one of three co-trustees of a private family Trust for which Mosaic serves as the investment advisor. The accountant for said trust maintains all checks for the Trust's accounts and signing requires two of three trustee signatures.



Mosaic has adopted the appropriate policies and procedures to monitor and supervise this relationship. Mosaic has also retained an independent accounting firm to perform a surprise audit as prescribed by Rule 206(4)-2 of the 1940 Investment Advisers Act as amended.

Account Statements

All assets are held at qualified custodians and the custodians provide account statements not less than quarterly to clients at their address of record. Clients should carefully review such statements for any discrepancies or inaccuracies.

Performance Reports

Pursuant to recent amendments to Rule 206(4) under the Investment Advisers Act of 1940, the Securities and Exchange Commission now requires advisers to urge clients to compare the information set forth in their statement from Mosaic with the statements received directly from the custodian to ensure accuracy of all account transactions. Mosaic has adopted the appropriate policies and procedures pursuant to said rule.

Investment Discretion

Discretionary Authority for Trading

Mosaic contracts for limited discretionary authority to transact portfolio securities accounts on behalf of clients. Discretionary authority is granted either by Mosaic's investment management agreement and/or by a separate limited power of attorney where such document is required. Mosaic 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. The firm's discretionary authority regarding investments may however be subject to certain limitations. These limitations are recognized as the restrictions and prohibitions placed by the Client on transactions in certain types of business or industries. All such restrictions are to be agreed upon in writing at the account's inception and identified in the Investment Policy Statement.

Mosaic will consult with the client where discretion is not obtained prior to each trade in order to obtain client approval for the transaction(s).



The client authorizes Mosaic to select the custodian to be used and as a part of that choice, the commission rates paid by the client accounts for transactions implemented by the custodian as directed by Mosaic. Mosaic does not receive any portion of the transaction fees or commissions paid by the client to the custodian on trades.

Voting Client Securities

Proxy Votes

Mosaic will not vote nor advise clients how to vote proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting of these proxies. Mosaic does not give any advice or take any action with respect to the voting of these proxies. For accounts subject to the provisions of the Employee Retirement Income Security Act of 1974 ("ERISA"), the plan fiduciary specifically keeps the authority and responsibility for the voting of any proxies for securities held in plan accounts. Mosaic promptly passes along any proxy voting information to the clients or their representatives.

Financial Information

Financial Condition

Mosaic does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. Mosaic meets all net capital requirements to which it is subject. Mosaic has not ever been the subject of a bankruptcy petition.

Mosaic is not required to provide a balance sheet to the SEC as it does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, six months or more in advance.



Information Security Program

Information Security

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

Privacy Practices

Privacy Policy

Below is a summary of Mosaic's Privacy Policy regarding client personal information. A complete version of the Privacy Policy may be obtained by contacting the Compliance Officer of Mosaic.

Mosaic Financial Partners, Inc.:

- a) Collects non-public personal information about its clients from the following sources:
 - Information received from clients on applications or other forms;
 - Information about clients' transactions with Mosaic, its affiliates and others;
 - Information received from our correspondent clearing broker with respect to client accounts;
 - Medical information submitted as part of an insurance application for a traditional life or variable life policy; and
 - Information received from service bureaus or other third parties.
- b) Mosaic will not share such information with any affiliated or nonaffiliated third party except:
 - When necessary to complete a transaction in a customer account, such as with the clearing firm or account custodians;
 - When required to maintain or service a customer account;
 - To resolve customer disputes or inquiries;
 - With persons acting in a fiduciary or representative capacity on behalf of the customer;



- With rating agencies, persons assessing compliance with industry standards, or to the attorneys, accountants and auditors of the firm;
 - In connection with a sale or merger of Mosaic's business;
 - To protect against or prevent actual or potential fraud, identity theft, unauthorized transactions, claims or other liability;
 - To comply with federal, state or local laws, rules and other applicable legal requirements;
 - In connection with a written agreement to provide investment management or advisory services when the information is released for the sole purpose of providing the products or services covered by the agreement;
 - In any circumstances with the customer's instruction or consent.
- c) Restricts access to confidential client information to individuals who are authorized to have access to confidential client information and need to know that information to provide services to clients.
- d) Maintains physical, electronic and procedural security measures that comply with applicable state and federal regulations to safeguard confidential client information.



Firm Brochure
(Part 2B of Form ADV)

Mosaic Financial Partners, Inc.
140 Geary Street 6th Floor
San Francisco, CA 94108

PHONE: (415) 788-1952

WEBSITE: www.MosaicFP.com

FAX: 415-788-7105

EMAIL: info@MosaicFP.com

This brochure supplement provides information about *Mosaic Financial Partners* that supplements the *Mosaic Financial Partners* brochure. You should have received a copy of that brochure. Please contact *Geoff Zimmerman, Chief Compliance Officer* if you did not receive the *Mosaic Financial Partners* brochure or if you have any questions about the contents of this supplement. Additional information about *Mosaic Financial Partners* is available on the SEC's website at www.adviserinfo.sec.gov.

March 2012



Norman M. Boone

President & Majority Stockholder

Year of Birth: 1947

Professional Designations:

- CFP® (Certified Financial Planner), 1984

Education:

- College for Financial Planning, CFP, 1982 - 1984
- Harvard University, MBA, 1975 - 1977
- Stanford University, BA, 1965 - 1969

Work Experience

- Founder and Principal, Mosaic Financial Partners, Inc. (and its predecessors), 1987 to Present

Other Business Activities:

- Board of Trustees, Saybrook University – Co-Chairman 5/1/2011
- SF Estate Planning Council – Past President 7/11 and will end 7/12
- IPS Advisor Pro – Co-Owner 1/1/2003
- Harvard Club of San Francisco – Treasurer 1/1/2008
- Harvard Business School Assn of NorCal – Treasurer/Director 1/1/2003
- Mosaic Family Business Center – Partner

Additional Compensation: None

Supervision:

Norman Boone is the Chief Executive Officer of Mosaic Financial Partners Inc. and as such reports to the Board of Directors regarding client activities of the Firm. Also, Norman Boone's client activities are reviewed and monitored for compliance purposes by the Chief Compliance Officer, Geoff Zimmerman who can be reached at 415-788-1952 or at Geoff@mosaicfp.com



Kevin Gahagan

Principal & Minority Stockholder

Year of Birth: 1955

Professional Designations:

- CFP® (Certified Financial Planner), September 1999
- CIMA® (Certified Investment Management Analyst) August 2005
- CIMC (Certified Investment Management Consultant), March 1998
- CDP (Certified Divorce Planner), April 1997
- CEP (Certified Estate Planner), January 1996

Education:

- University of California, Berkeley, Certificate in Personal Financial Planning with Distinction, July, 1999
- Saint Mary's College, BA in Management, with honors, 1994

Work Experience (previous five years):

- Mosaic Financial Partners, Inc. (and its predecessors), Principal, 7/98 to Present
- University of California Extension, Instructor, 3/2000 to 2005

Other Business Activities:

- American Association of Individual Investors – Director 1998

Additional Compensation: None

Supervision:

Kevin Gahagan is supervised by Norman Boone, President & Majority Stockholder. He reviews Kevin Gahagan's work through frequent office interactions.

Norman Boone's contact information:

Phone: (415) 788-1952 Email: norm@mosaicfp.com



David W. Cowles

Professional Staff Member

Year of Birth: 1954

Professional Designations:

- CFP® (Certified Financial Planner), October 2000
- CPA (Certified Public Accountant), California license #26442, July 1978

Education:

- Golden Gate University, MS Finance, 1991, Personal Financial Planning Concentration
- California State University at Chico, BS in Business Administration, 1976

Work Experience

- Mosaic Financial Partners, Inc. (and its predecessors), Director of Investments, 9/97 to Present

Other Business Activities:

- Homeowners Board of Directors, Treasurer 2/1/2010

Additional Compensation: None

Supervision:

David W. Cowles is supervised by Kevin Gahagan, Principal. He reviews David W. Cowles' work through frequent office interactions.

Kevin Gahagan's contact information:

Phone: (415) 788-1952 Email: kevin@mosaicfp.com



Holly Gillian-Kindel

Professional Staff Member

Year of Birth: 1967

Professional Designations:

- CFP® (Certified Financial Planner), 2003
- CLU (Chartered Life Underwriter), 2005
- CPCC (Certified Professional Co-Active Coach), 2008

Education:

- College for Financial Planning, CFP® Professional Education Program, 2002
- San Francisco State University, MA Film Studies, 1997
- Scripps College, BA Philosophy, Humanities Honors, 1989

Work Experience

- Mosaic Financial Partners, Inc. (and its predecessors), Director of Financial Planning, 2/00 to Present
- Delphi Coaching LLC, Principal, 2008 to Present

Other Business Activities:

- Financial Planning Association (local) – Pro Bono Committee Member 1/1/2004
- Financial Planning Association (National) – Task Force Leader 1/1/2009
- Delphi Coaching – Principal 1/1/2007

Additional Compensation: None

Supervision:

Holly Gillian-Kindel is supervised by Norman Boone, President & Majority Stockholder. He reviews Holly Gillian-Kindel's work through frequent office interactions.

Norman Boone's contact information:

Phone: (415) 788-1952 Email: norm@mosaicfp.com



David B. Lawrence

Professional Staff Member

Year of Birth: 1962

Professional Designation:

- CFP® (Certified Financial Planner), January 2005

Education:

- Hamilton College, BA, American History, 1985
- Golden Gate University, Graduate Certificate in Personal Financial Planning, 2004

Work Experience

- Mosaic Financial Partners, Inc. (and predecessor), Senior Financial Planner, 1/05 to Present
- David Lawrence Partners (sole practitioner), Business Consultant, 3/1999 to 12/2004

Other Business Activities:

- Boy Scouts of America – Den Leader 9/1/2009
- Business Network International (BNI) - Vice President - Elite Network Chapter 5/1/2011

Additional Compensation: None

Supervision:

David B. Lawrence is supervised by Holly Gillian-Kindel, Professional Staff Member. She reviews David B. Lawrence's work through frequent office interactions.

Holly Gillian-Kindel's contact information:

Phone: (415) 788-1952 Email: holly@mosaicfp.com



Sabrina Lowell

Professional Staff Member

Year of Birth: 1979

Professional Designation:

- CFP® (Certified Financial Planner), 2005

Education:

- Principia College, BA, Business Administration, 2002

Work Experience

- Mosaic Financial Partners, Inc. (and its predecessors), Associate Advisor, 7/02 to Present

Other Business Activities:

- The Junior League of San Francisco - Fundraising Council Director 6/1/2011
- Admissions Committee, The Olympic Club – Member of Committee 1/1/2012
- Board of Directors, FPA NorCal - Member of Executive Committee 8/1/2009

Additional Compensation: None

Supervision:

Sabrina Lowell is supervised by Norman Boone, President & Majority Stockholder. He reviews Sabrina Lowell's work through frequent office interactions.

Norman Boone's contact information:

Phone: (415) 788-1952 Email: norm@mosaicfp.com



Susan S. Morse

Professional Staff Member

Year of Birth: 1947

Professional Designations:

- CFP® (Certified Financial Planner), 2005
- CFA (Chartered Financial Analyst), 1983

Education:

- Wharton Graduate School at the Univ of Penn, MBA with Distinction, 1972-1974
- Tufts University, BA, Political Science, 1965-1969

Work Experience (previous five years):

- Mosaic Financial Partners, Inc. (and predecessor), Senior Advisor, 1/05 to Present
- City National Bank, 2002-2004

Other Business Activities:

- Board of Directors, Bank of SF - Director and on Audit Committee 1/1/05
- The Olympic Club – Member/Admissions Committee 1/1/12
- NCGA – Member/Finance Committee 1/1/2011

Additional Compensation: None

Supervision:

Susan S. Morse is supervised by Norman Boone, President & Majority Stockholder. He reviews Susan S. Morse's work through frequent office interactions.

Norman Boone's contact information:

Phone: (415) 788-1952 Email: norm@mosaicfp.com



Geoffrey M. Zimmerman

Professional Staff Member & Chief Compliance Officer

Year of Birth: 1962

Professional Designation:

- CFP® (Certified Financial Planner), May 2000
- AAMS® (Accredited Asset Management Specialist), April 1999

Education:

- University of California, Santa Barbara, BA, Economics and Mathematics, 1989
- University of California, Berkeley, Certificate in Personal Financial Planning with Distinction, 2000

Work Experience

- Mosaic Financial Partners, Inc. (and predecessor), Client Advisor, 4/2007 - Present
- Wells Fargo Private Client Services, Product Manager, Financial Planning, 3/2005-3/2007
- Charles Schwab & Co, Senior Planning and Advice Consultant, 3/1996-2/2005

Other Business Activities:

- Rotary Club of Lafayette – Club Service Director 7/1/2008
- Board of Directors, EPCDV – Treasurer 9/1/2007
- Lafayette Town Hall Theater – Advisory Board Member 10/1/2009
- John Muir Health Foundation Prof Advisors Circle – Advisory Board Member 1/1/2012

Additional Compensation: None

Geoffrey M. Zimmerman is supervised by Norman Boone, President & Majority Stockholder. He reviews Geoffrey M. Zimmerman's work through frequent office interactions.

Norman Boone's contact information:

Phone: (415) 788-1952 Email: norm@mosaicfp.com



Mary Ballin

Professional Staff Member

Year of Birth: 1962

Professional Designation:

- CFP® (Certified Financial Planner), May 2010

Education:

- Cal State University, Hayward (East Bay), BS, Business and Marketing, 1985

Work Experience

- Mosaic Financial Partners, Inc. (and predecessor), Client Relationship Adviser, 1/03 to Present

Other Business Activities:

- Parent Teacher Association Iron Horse Middle School – Financial Secretary 8/1/2011
- Girl Scouts of America – Troup Leader 10/1/2008
- Board of Directors, TVEPC – Secretary 6/1/2009

Additional Compensation: None

Supervision:

Mary Ballin is supervised by Geoff Zimmerman, CCO. He reviews Mary Ballin's work through frequent office interactions.

Geoff Zimmerman's contact information:

Phone: (415) 788-1952 Email: geoff@mosaicfp.com



Glenda Wong

Professional Staff Member

Year of Birth: 1956

Professional Designations:

- Chartered Accountant - Canadian Institute of Chartered Accountants
- Candidate for CFP Certification - Certified Financial Planner Board of Standards, Inc

Education:

- University of British Columbia - Bachelor of Commerce degree 1979
- San Francisco State University - Executive Certificate in Personal Financial Planning

Work Experience

- Mosaic Financial Partners, Inc, Associate Advisor - 6/2011 to Present
- Axa Advisors, Financial Advisor – 11/2010 to 5/2011
- Solution Alliance, Principal - 8/2009 to 11/2010
- Sun Microsystem, Technology Solution Delivery Manager – 3/2007 to 8/2009
- Solution Alliance, Principal – 7/2004 to 3/2007

Other Business Activities:

- Canadian Women's Club 2.0 – Treasurer 1/9/12
- Fine Arts Museums of San Francisco - Auxiliary Member 9/1/2011

Additional Compensation: None

Supervision:

Glenda Wong is supervised by Norman Boone, President & Majority Stockholder. He reviews Glenda Wong's work through frequent office interactions.

Norman Boone's contact information:

Phone: (415) 788-1952 Email: norm@mosaicfp.com



Steven Branton

Professional Staff Member

Year of Birth: 1974

Professional Designations:

- CFP® (Certified Financial Planner),

Education:

- Bachelors of Arts in Economics, Tulane University 1996
- Bachelors of Arts in Latin American Studies, Tulane University 1996

Work Experience

- Mosaic Financial Partners, Inc, Associate Advisor - 9/2011 to Present
- Hilltop Advisors LLC, Planner – 1/2008 to 11/2011
- Self Employed, Financial Planner – 1/2006 to 11/2007
- Tizoc's International, Financial and Legal Translator – 3/2001 to 12/2005

Other Business Activities: None

Additional Compensation: None

Supervision:

Steve Branton is supervised by Holly Gillian-Kindel, Professional Staff Member. She reviews Steve Branton's work through frequent office interactions.

Holly Gillian-Kindel's contact information:

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Our mission is to:

Improve our clients' lives by providing caring, knowledgeable financial solutions and advice that help our clients attain their lifetime goals and aspirations.

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