



Client Disclosure Brochure
(Form ADV, Part 2)
Annual Updating Amendment
March 31, 2012

FIRST FINANCIAL ADVISORS, INC.
950 W. Norton Ave., Suite 415
Muskegon, MI 49441
www.firstfinancialadvisors.com
231.733.4084

This Client Disclosure Brochure provides information about the qualifications and business practices of First Financial Advisors, Inc. The brochure is intended for the use of our clients to provide information about how we do business and to disclose any possible conflicts of interest that may arise during the course of our client relationships. If you have questions about the contents of this brochure, please contact us at 231.733.4084 or email Eric M. Lans at eml@firstfinancialadvisors.com.

This brochure has been filed with the United States Securities and Exchange Commission (SEC) as required by federal law; however, 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.

First Financial Advisors, Inc. is registered as an Investment Advisor with the United States Securities and Exchange Commission. This, however, does not imply a certain level of skill or training on the part of First Financial Advisors, Inc. or its representatives.

Additional information about First Financial Advisors, Inc. also is available on the SEC's Web site at www.adviserinfo.sec.gov.

MATERIAL CHANGES

There have been no material changes since the last update, on March 31, 2011, of this Client Disclosure Brochure.

In the future, our client brochure may be updated with material changes that could impact how we do business with you. If we have any such changes, we will promptly send you an update that clearly explains the changes and how they may impact our relationship.

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ADVISORY BUSINESS

First Financial Advisors, Inc. was established in 1988. The current owners of the company, each of whom own an equal share, are Anthony G. Tidswell, James A. Mikesell, II and Eric M. Lans.

First Financial Advisors provides investment supervisory and financial planning services, which include giving you continuous advice and actively making investment decisions for you based on your individual needs. This consists of approximately 80% of our business.

Additionally, we regularly furnish financial advice on matters not involving investment securities. This consists of approximately 20% of our business. The services provided, and the fees charged, are specified in your client agreement. The agreement also describes when and how advisory fees are to be collected and provides for termination of services at your discretion.

Our investment supervisory services are tailored to your individual needs and may include, but not be limited to, determining your financial objectives and risk tolerance, regularly evaluating your investment portfolio on the basis of these factors, and recommending changes in your portfolio based on this analysis. If there are certain types of securities that you do not want us to invest in, you may provide us with a written request to place a restriction on your account; we will gladly honor such requests.

Though financial planning cannot guarantee that you will meet your financial goals, proper planning and implementation can greatly increase your odds of success. Our financial planning services may include, but not be limited to:

- In-depth needs assessment and discussion of financial goals
- Preparation of financial statements
- Basic finance issues, such as debt structure, liquidity and cash flow needs
- Development of investment strategies
- Income tax optimization strategies
- Education funding
- Retirement planning, including funding and distribution strategies
- Estate planning strategies (as pertaining to financial planning issues; we do not provide legal advice)
- Survivor needs analysis and life insurance analysis
- Disability insurance analysis and long-term care insurance analysis
- Stock option exercise strategies, if applicable
- Business planning, if applicable
- Creation of a customized action plan, including specific recommendations
- Periodic progress review and revision of plan goals

First Financial Advisors does not offer “wrap fee” programs. Rather, we charge a “percentage of assets” fee as described in the following section.

As of December 31, 2011, First Financial Advisors managed \$94,014,951 of client assets on a discretionary basis. We do not manage client assets on a non-discretionary basis.

FEES AND COMPENSATION

First Financial Advisors offers investment advisory services on a “fee-only” basis. We do not charge commissions. Our fees are usually determined as a percentage of assets under management. However, on occasion, we may determine our fees on an hourly basis or at a fixed rate depending on your individual needs.

Our fee for investment supervisory services is based on a “sliding scale” percentage of the value of the assets supervised, starting at one percent, annualized, of assets up to \$1 million. The specific percentage is stated in your client agreement. The scale is as follows:

<u>Annualized Fee</u>	<u>Value of Managed Assets</u>
1.0%	Up to \$1 million
0.75%	Of the next \$1 million
0.50%	Of the next \$3 million
0.375%	Above \$5 million

Our financial planning and investment supervisory fees are negotiable. Under some circumstances, and at our discretion, we may reduce our advisory fees.

Each quarter, your fees will be disclosed on your statements from our independent custodian and on our quarterly performance reports. The rate of return provided on your performance reports will always be determined after your fees have been deducted, on a net-of-fees basis.

Please review your fees carefully. If you feel that your fees have been calculated in error, please contact us as soon as possible for an explanation and, if appropriate, a refund of the erroneous fee.

Our fees are payable quarterly, in advance, on the first business day of the calendar quarter. The fee amount is determined from the balance of your account(s) on the 15th day of the month that precedes the new calendar quarter. The quarterly fee is $\frac{1}{4}$ of the annualized fee calculated from the table above.

Your investment supervisory fees will automatically be deducted from your account(s) unless you request a billing statement. The fees will be deducted from the cash available in your account(s); if necessary, we will instruct your custodian to sell a sufficient number of mutual fund shares selected at our discretion from your account to pay our fees when they are due.

First Financial Advisors primarily invests in no load/no transaction fee or load-waived mutual funds. This means no sales commissions are charged to you when we buy or sell mutual fund shares. However, you will still pay mutual fund “expense ratios,” which are fees deducted by mutual funds to pay for their operating expenses and to make a profit. These fees vary by fund and are deducted directly from fund holdings. Mutual fund expense ratios are disclosed in each fund’s prospectus.

Your client agreement is terminable at any time by either party upon written notice. Upon receipt of the written notice of termination, any unearned fees will be refunded to you. Unearned fees are calculated on a pro-rata basis, less any expenses incurred on your behalf such as custodian account closure fees or short-term redemption fees (which are penalties that are assessed if you sell a mutual fund too quickly after you buy it, typically within 30 or 60 days, but sometimes longer.) In addition, you may terminate your client agreement, without penalty, within five (5) business days from the date you sign it.

Our employees may occasionally attend educational conferences that are paid for by mutual fund companies. Expenses for such conferences may include airfare, ground transportation, hotel accommodations, meals and other incidental items. We do not allow mutual fund companies to pay for entertainment or vacation expenses; nor do we allow mutual fund companies to pay for companion (e.g., spouse) expenses. Even so, the payment of such educational expenses could be considered a type of compensation and therefore a conflict of interest.

In addition, we receive software, research reports and marketing materials from Fidelity Institutional Wealth Services and various mutual fund companies. The value of these products/services is nominal. However, this too could be considered a type of compensation and therefore a conflict of interest.

With regard to financial planning services, we occasionally provide advice on a comprehensive and one-time basis. Such services may include risk management, income tax planning, budgeting, retirement planning, estate planning, real estate acquisition and disposal and educational funding. The fees for one-time advice on these subjects are negotiable, but are generally determined based on an hourly rate of \$100 to \$200 per hour. In certain circumstances, we may provide these services pro bono at our discretion.

Additionally, we provide analysis and recommendations of specific investments, investment portfolios and total investment holdings. Fees for one-time reports may vary from \$100 to \$1,000 depending on your specific needs and the complexity of the reports you request.

PERFORMANCE-BASED FEES

First Financial Advisors does not charge performance-based fees, or fees charged as a percentage of capital appreciation of assets.

TYPES OF CLIENTS

First Financial Advisors provides investment advisory services to the following types of clients:

- Individuals
- Pensions and profit sharing plans, including 401(k), 403(b), SIMPLE, etc.
- Trusts, estates and charitable organizations
- Corporations and business entities

METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

First Financial Advisors uses various methods of security analysis to help us manage your investment account(s). These may include charting, fundamental analysis, technical analysis and cyclical analysis.

We use various strategies to implement investment advice. These include Modern Portfolio Theory and Asset Allocation to construct, implement, monitor and rebalance the allocation of your investments among several asset classes. We generally prefer long-term purchases (securities held at least a year) when managing your account, but for various reasons may occasionally make short term purchases (securities sold within a year) as well.

We use various sources of information to help us manage your investment account(s). These include:

- Financial newspapers and magazines
- Research materials prepared by others
- Corporate rating services
- Annual reports, prospectuses and filings with the Securities and Exchange Commission
- Company press releases
- Financial news media, including televised and Web-based
- Contact with investment company representatives

Please be advised that investing in securities, including mutual funds, involves risk, including risk of loss. Risks that could cause investment losses include market risk, interest rate risk, exchange rate risk, inflation risk and others.

It is generally accepted that in order to achieve greater long-term returns, it is necessary to accept greater short-term volatility. We will work with you to determine how much volatility is appropriate for you. This will help us define your risk tolerance, which will

then guide us in our investment choices for you. It is ultimately your responsibility, however, to let us know in a timely manner if your risk tolerance changes.

DISCIPLINARY INFORMATION

Neither First Financial Advisors, nor its representatives have been, or are currently involved in, any legal or disciplinary events. We have had no criminal or civil actions filed against us. Nor have we been the subject of an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, any foreign financial regulatory authority or any self-regulatory organization.

OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Anthony Tidswell is a Certified Public Accountant and owner of A.G. Tidswell, CPA, PC, which is located on the premises of First Financial Advisors. First Financial Advisors has an arrangement whereby it receives overhead cost sharing from A.G. Tidswell, CPA, PC, which provides tax preparation services for our clients. As a convenience, you may choose to have A.G. Tidswell, CPA, PC prepare your tax return for an additional fee. However, you are under no obligation to use this provider of tax preparation services.

CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

Our Code of Ethics consists of the following principles:

1. Your interest will be placed ahead of our own investment interests.
2. Our firm and its representatives are expected to conduct their personal securities transactions in accordance with our personal trading policy and will strive to avoid any actual or perceived conflict of interest with you.
3. Our employees will not take inappropriate advantage of their position in the firm.
4. Our representatives are expected to act in your best interest.
5. Our representatives are expected to comply with all relevant state and federal securities laws.

Our full code of ethics is available upon your request. Our privacy policy is also available upon your request.

First Financial Advisors may recommend that you buy or sell securities in which we or our representatives may have a financial interest. Generally this is limited to buying or selling shares of mutual funds in which we also own shares. Neither our firm nor its representatives may transact sales or purchases directly or indirectly with you.

Records will be maintained on all securities purchased or sold by our firm or its representatives that are also recommended to our clients. Such records are available for your inspection upon your request.

Our firm and its representatives have a fiduciary duty to put your best interest before our own. We are obligated to act in good faith to carry out this responsibility. This is the core principle underlying our Code of Ethics and Personal Trading Policy, and represents the expected basis of all of our client relationships.

BROKERAGE PRACTICES

All of our purchases and sells of securities are placed through Fidelity Brokerage Services, LLC, registered broker/dealer, member of FINRA and SIPC. Custody Services are provided by National Financial Services, LLC, a subsidiary of Fidelity Investments. You are under no obligation to purchase and sell securities through Fidelity. However, when we purchase mutual fund shares through Fidelity, we are often given preferential treatment with regard to fees, including “fee-waived” shares and institutional share classes, which generally have lower expense ratios than are otherwise available to individual retail investors. In addition, we occasionally invest in mutual funds that are closed to new investors, but remain available to us and our clients.

First Financial Advisors generally does not purchase other types of securities unless specifically requested by a client to do so. For other securities, such as shares of common stock, individual bonds or certificates of deposit, Fidelity charges commissions in addition to any fees paid to First Financial Advisors under the client agreement. The commissions charged by Fidelity may be higher or lower than the commissions charged by other broker/dealers. Fidelity has a most favorable execution policy on trades, which means the price per share that you pay is the best available price; other broker/dealers may or may not have such a policy.

Representatives of our firm are not registered representatives of Fidelity Brokerage Services. Fidelity Brokerage Services does not pay commissions or any other type of compensation to First Financial Advisors or our representatives. If you do chose to purchase securities through another broker/dealer, commissions may not be earned by us or our representatives. The only fees that may be paid to us are the investment advisory fees disclosed in our client agreement.

REVIEW OF ACCOUNTS

First Financial Advisors monitors our selected mutual funds on a daily basis. In addition, we review your specific account(s):

- whenever securities are purchased or sold
- whenever we rebalance your account, which is typically twice annually
- whenever your quarterly performance varies from that of similar accounts
- whenever we meet with you to discuss the performance of your account(s)

We typically review your financial plan as needed, at your request. We recommend that this be done whenever your financial situation changes. Since financial planning includes many items that are not monitored or managed by us, it is your responsibility to notify us when your situation changes.

Account reviews are performed by an authorized investment advisor representative of First Financial Advisors. The current authorized representatives are Eric M. Lans, CFP, Anthony G. Tidswell, CPA and James A. Mikesell, II.

First Financial Advisors will provide you a quarterly investment report, which includes a summary of your holdings and your rate of return, net of fees. We use the internal rate of return (IRR) calculation to determine your rate of return. Our quarterly reports are produced in our office using industry standard software. These reports are in addition to the regular brokerage statements provided by National Financial Services/Fidelity Investments, your independent custodian.

CLIENT REFERRALS

First Financial Advisors may, at times, recommend the services of other financial professionals (such as attorneys, accountants or insurance agents) as an outcome of the financial planning process. These financial professionals may, at times, refer prospective clients to us or may themselves be clients of First Financial Advisors. Though we do not receive monetary compensation for referrals to other professionals, the fact that we receive reciprocal referrals could constitute a conflict of interest.

CUSTODY

As mentioned above, First Financial Advisors will send you quarterly statements in addition to the statements sent to you from your independent custodian, National Financial Services/Fidelity Investments. It is important that you carefully review and compare both sets of statements as this can provide an important safeguard against fraudulent activity in your account(s).

INVESTMENT DISCRETION

First Financial Advisors accepts discretion to manage investment securities accounts on your behalf. As part of our client agreement, we will obtain from you a written limited power of attorney in order to manage your accounts. This gives us the ability to instruct your custodian to buy or sell securities for you on your behalf, including which securities to buy or sell and how many shares to buy or sell. You may revoke this authority at any time by notifying us in writing of your intention to do so.

Unless otherwise instructed by you, our investment discretion is limited to the purchase and sale of mutual funds and marketable securities such as stocks, bonds and certificates of deposit in order to implement or rebalance your portfolio according to your stated risk tolerance. This means we will invest your money in a way that is appropriate.

VOTING CLIENT SECURITIES

First Financial Advisors does not vote on client securities. However, if you receive a proxy that requests your vote on an issue pertaining to a security owned by you, we would be happy to offer our advice to help you make an informed decision.

Brochure Supplement: Supervised Persons
March 31, 2012

ERIC M. LANS
First Financial Advisors, Inc.
950 W. Norton Ave., Suite 415
Muskegon, MI 49441
www.firstfinancialadvisors.com
231.733.4084

This brochure supplement provides information about Eric M. Lans that supplements the First Financial Advisors brochure. You should have received a copy of that brochure. Please contact First Financial Advisors if you have not received a copy of our brochure or if you have any questions about the content of this supplement.

Additional information about Eric M. Lans is available on the SEC's Web site at www.advisorinfo.sec.gov.

Year of Birth:	1970
Education:	Muskegon Community College, Associates Degree, 1990 Michigan State University, BA General Business Administration, 1992 University of Michigan, MBA Business Administration, 2000 American College, CFP Certificate, 2006 Certified Financial Planner since 2008
Business Background:	First Financial Advisors, Inc., Chief Operations Officer, Chief Compliance Officer and Stockholder, Apr. 2001 to present Strategic Interactive, Inc., Account Manager, Apr. 1997 to Apr. 2001 Clarke American Checks, Inc., Account Executive, Feb. 1993 to Apr. 1997

Disciplinary Information: None

Other Business Activities: Co-owner, Park Tower, LLC, which leases commercial office space to First Financial Advisors and others.

Additional Compensation: None

Supervision: Mr. Lans is supervised by Anthony G. Tidswell, President of First Financial Advisors, 231-733-4084. This includes oversight of investment recommendations, personal trading activity and client correspondence, among other things.

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March 31, 2012

ANTHONY G. TIDSWELL
First Financial Advisors, Inc.
950 W. Norton Ave., Suite 415
Muskegon, MI 49441
www.firstfinancialadvisors.com
231.733.4084

This brochure supplement provides information about Anthony G. Tidswell that supplements the First Financial Advisors brochure. You should have received a copy of that brochure. Please contact First Financial Advisors if you have not received a copy of our brochure or if you have any questions about the content of this supplement.

Additional information about Anthony G. Tidswell is available on the SEC's Web site at www.advisorinfo.sec.gov.

Year of Birth: 1964

Education: Grand Valley State University, BBA Business Administration and Accounting, 1986
Certified Public Accountant since 1989

Business Background: First Financial Advisors, Inc., President, Treasurer and Stockholder, July 1999 to present
Van Dam Tidswell, PLC, CPA, Partner, Jan. 1991 to June 1999
Association Underwriters, Inc., Controller, May 1989 to Jan. 1991
Brickley DeLong & Rudd, PC, Staff Accountant, Dec. 1985 to May 1989

Disciplinary Information: None

Other Business Activities: Owner, A.G. Tidswell, CPA, PC, which provides accounting and tax preparation services for clients of First Financial Advisors and others.
Co-owner, Park Tower, LLC, which leases commercial office space to First Financial Advisors and others.

Additional Compensation: None

Supervision: Mr. Tidswell is supervised by Eric M. Lans, Chief Compliance Officer of First Financial Advisors, 231-733-4084. This includes oversight of investment recommendations, personal trading activity and client correspondence, among other things.

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March 31, 2012

JAMES A. MIKESELL, II
First Financial Advisors, Inc.
950 W. Norton Ave., Suite 415
Muskegon, MI 49441
www.firstfinancialadvisors.com
231.733.4084

This brochure supplement provides information about James A. Mikesell, II that supplements the First Financial Advisors brochure. You should have received a copy of that brochure. Please contact First Financial Advisors if you have not received a copy of our brochure or if you have any questions about the content of this supplement.

Additional information about James A. Mikesell, II is available on the SEC's Web site at www.advisorinfo.sec.gov.

Year of Birth: 1971

Education: Muskegon Community College, Associates Degree, 1991
Grand Valley State University, BA Degree in Finance, 1993

Business Background: First Financial Advisors, Secretary and Stockholder, Jan. 2010 to present
National City Bank, Vice President, Jan. 2009 to Jan. 2010
Safe Title, CFO, Sept. 2008 to Jan. 2009
Muskegon Commerce Bank, Vice President, March 2005 to July 2008
Harbor Title, Manager/Owner, Sept. 2001 to Mar. 2005

Fifth Third Bank, Assistant Vice President, Dec. 2000 to Sept. 2001

Old Kent Bank, Loan Officer, Mar. 1996 to Mar. 1996

Old Kent Bank, Credit Analyst, Sept. 1994 to Dec. 2000

Disciplinary Information: None

Other Business Activities: Co-owner, Park Tower, LLC, which leases commercial office space to First Financial Advisors and others.

Additional Compensation: None

Supervision: Mr. Mikesell is supervised by Eric M. Lans, Chief Compliance Officer of First Financial Advisors, 231-733-4084. This includes oversight of investment recommendations, personal trading activity and client correspondence, among other things.