

Disclosure Brochure

March 29, 2012

MONEY MANAGEMENT SERVICES, INC.

a Registered Investment Adviser

2100A Southbridge Parkway, Suite 375
Birmingham, AL 35209

(205) 871-7526

www.moneymanagementservices.com

This brochure provides information about the qualifications and business practices of Money Management Services, Inc. (hereinafter "MMS"). If you have any questions about the contents of this brochure, please contact Donald R. Rice at (205) 871-7526. 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 Money Management Services, Inc. is available on the SEC's website at www.adviserinfo.sec.gov.

Money Management Services, Inc. is an SEC registered investment adviser. Registration does not imply any level of skill or training.

Item 2. Material Changes

In this Item, MMS is required to discuss any material changes that have been made to the brochure since the last annual amendment dated March 31, 2011. While certain sections of the brochure have been updated, no material changes have been made to the contents of the brochure. Therefore, there is no information to disclose in relation to this Item.

Item 3. Table of Contents

Item 1. Cover Page	i
Item 2. Material Changes	ii
Item 3. Table of Contents	iii
Item 4. Advisory Business	4
Item 5. Fees and Compensation	7
Item 6. Performance-Based Fees and Side-by-Side Management	10
Item 7. Types of Clients.....	11
Item 8. Methods of Analysis, Investment Strategies and Risk of Loss	12
Item 9. Disciplinary Information	17
Item 10. Other Financial Industry Activities and Affiliations	18
Item 11. Code of Ethics	19
Item 12. Brokerage Practices	20
Item 13. Review of Accounts.....	23
Item 14. Client Referrals and Other Compensation.....	24
Item 15. Custody	25
Item 16. Investment Discretion	26
Item 17. Voting Client Securities	27
Item 18. Financial Information	28

Item 4. Advisory Business

MMS provides financial planning, consulting, and investment management services. Prior to engaging MMS to provide any of the foregoing investment advisory services, the client is required to enter into one or more written agreements with MMS setting forth the terms and conditions under which MMS renders its services (collectively the “*Agreement*”).

MMS has been in business as an SEC registered investment adviser since October 30, 1992. Donald R. Rice and Gwendolyn R. Rice are the principal owners of MMS. As of December 31, 2011, MMS had approximately \$141,494,000 in assets under management, all of which was managed on a discretionary basis.

This Disclosure Brochure describes the business of MMS. Certain sections will also describe the activities of *Supervised Persons*. *Supervised Persons* are any of MMS’s officers, partners, directors (or other persons occupying a similar status or performing similar functions), or employees, or any other person who provides investment advice on MMS’s behalf and is subject to MMS’s supervision or control.

Financial Planning and Consulting Services

MMS may provide its clients with a broad range of comprehensive financial planning and consulting services separate and apart from the combined wealth management services, discussed below. These services include, but are not limited to, modular financial planning, tax-related and other non-investment related matters, retirement, education, estate, investment planning, and cash flow needs of the client. In addition, MMS offers tax preparation services to its clients for a separate fee.

In performing its services, MMS is not required to verify any information received from the client or from the client’s other professionals (e.g., attorney, accountant, etc.) and is expressly authorized to rely on such information. MMS may recommend the services of itself and/or other professionals to implement its recommendations. Clients are advised that a conflict of interest exists if MMS recommends its own services. The client is under no obligation to act upon any of the recommendations made by MMS under a financial planning or consulting engagement or to engage the services of any such recommended professional, including MMS itself. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any of MMS’s recommendations. Clients are advised that it remains their responsibility to promptly notify MMS if there is ever any change in their financial situation or investment objectives for the purpose of reviewing, evaluating, or revising MMS’s previous recommendations and/or services.

Wealth Management Services

Clients can engage MMS to manage all or a portion of their assets on a discretionary basis.

MMS's wealth management services generally include a broad range of comprehensive financial planning services as well as discretionary management of investment portfolios in accordance with the investment objectives of the client. As needed, MMS will develop a comprehensive financial plan and/or provide ongoing financial planning services, as discussed above.

MMS primarily allocates clients' investment management assets among mutual funds, exchange-traded funds ("ETFs"), individual debt and equity securities and/or options in accordance with the investment objectives of the client. In addition, MMS may recommend that clients who are "accredited investors" as defined under Rule 501 of the Securities Act of 1933, as amended, invest in private placement securities, which may include debt, equity, and/or pooled investment vehicles when consistent with the clients' investment objectives. MMS also provides advice about any type of investment held in clients' portfolios.

MMS also may render non-discretionary investment management services to clients relative to variable life/annuity products that clients may own, their individual employer-sponsored retirement plans, or other products that may not be held by the client's primary custodian. In so doing, MMS either directs or recommends the allocation of client assets among the various investment options that are available with the product. Client assets are maintained at the specific insurance company or custodian designated by the product.

MMS tailors its advisory services to the individual needs of clients. MMS consults with clients initially and on an ongoing basis to determine risk tolerance, time horizon and other factors that may impact the clients' investment needs. MMS ensures that clients' investments are suitable for their investment needs, goals, objectives and risk tolerance.

Clients are advised to promptly notify MMS if there are changes in their financial situation or investment objectives or if they wish to impose any reasonable restrictions upon MMS's management services. Clients may impose reasonable restrictions or mandates on the management of their account (e.g., require that a portion of their assets be invested in socially responsible funds) if, in MMS's sole discretion, the conditions will not materially impact the performance of a portfolio strategy or prove overly burdensome to its management efforts.

Educational Services

MMS may provide non-personalized investment-related training and financial planning seminars to certain institutional clients as part of its educational services. MMS's institutional educational services generally address issues involving employee participation in an employer-sponsored retirement plan. MMS will charge a fixed and/or hourly fee for these services and shall not render such educational services to its investment advisory clients. Should any of the employer's participants later engage MMS to render additional services, such work shall be done pursuant to a separate written agreement between the employer's participant and MMS, independent of the employer's engagement for educational services.

In addition, MMS may offer individual clients educational services for a fixed fee. This fee may be waived for clients who engage MMS for additional investment advisory services.

Item 5. Fees and Compensation

MMS offers its services on a fee basis, which may include hourly and/or fixed fees, as well as fees based upon assets under management.

Financial Planning and Consulting Fees

MMS may charge a fixed fee and/or hourly fee for financial planning and consulting services. These fees are negotiable, but generally range from \$500 to \$10,000 on a fixed fee basis and/or from \$50 to \$350 on an hourly rate basis, depending upon the level and scope of the services and the professional rendering the financial planning and/or the consulting services. If the client engages MMS for additional investment advisory services, MMS may offset all or a portion of its fees for those services based upon the amount paid for the financial planning and/or consulting services.

Prior to engaging MMS to provide financial planning and/or consulting services, the client is required to enter into a written agreement with MMS setting forth the terms and conditions of the engagement. Upon entering the written agreement, clients are provided with an estimated fee (fixed or hourly), based on the type and complexity of the services to be provided. The final fee is presented to clients upon completion of the financial planning and/or consulting services, and payable at this time.

Wealth Management Fees

MMS provides investment management services for an annual fee based upon a percentage of the market value of the assets being managed by MMS. MMS's annual fee is exclusive of, and in addition to brokerage commissions, transaction fees, and other related costs and expenses which are incurred by the client. MMS does not, however, receive any portion of these commissions, fees, and costs. MMS's annual fee is prorated and charged quarterly, in advance, based upon the daily average balance of the market value of the assets. The annual fee varies (between 0.30% and 1.00%) depending upon the market value of the assets under management and the type of wealth management services to be rendered.

In addition, MMS may offer stand-alone, active investment management of individual stock portfolios. MMS's annual fee for these services is prorated and charged quarterly, in advance, based upon the daily average balance of the assets. The annual fee varies (between 0.50% and 2.00%) depending on the market value of the assets under management.

MMS, in its sole discretion, may negotiate to charge a lesser management fee based upon certain criteria (i.e., anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing client, account retention, *pro bono* activities, etc.).

Fees Charged by Financial Institutions

As further discussed in response to Item 12 (below), MMS generally recommends that clients utilize the brokerage and clearing services of Fidelity Institutional Wealth Services and its affiliates ("*Fidelity*") for investment management accounts.

MMS may only implement its investment management recommendations after the client has arranged for and furnished MMS with all information and authorization regarding accounts with appropriate financial institutions. Financial institutions include, but are not limited to, *Fidelity*, any other custodians recommended by MMS, broker-dealer directed by the client, trust companies, banks etc. (collectively referred to herein as the "*Financial Institutions*").

Clients may incur certain charges imposed by the *Financial Institutions* and other third parties such as custodial fees, charges imposed directly by a mutual fund or ETF in the account, which are disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Such charges, fees and commissions are exclusive of and in addition to MMS's fee.

Fee Debit

MMS's *Agreement* and the separate agreement with any *Financial Institutions* may authorize MMS to debit the client's account for the amount of MMS's fee, and may also allow for, where applicable, the deduction of other fees that may be agreed upon by MMS and the client. Such *Agreement* allows the *Financial Institution(s)* to directly remit investment advisory fees to MMS. Any *Financial Institutions* recommended by MMS have agreed to send a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid directly to MMS.

Fees for Management During Partial Quarters of Service

For the initial period of investment management services, the fees are calculated on a *pro rata* basis.

The *Agreement* between MMS and the client will continue in effect until terminated by either party pursuant to the terms of the *Agreement*. MMS's fees are prorated through the date of termination and any remaining balance is charged or refunded to the client, as appropriate.

Clients may make additions to and withdrawals from their account at any time, subject to MMS's right to terminate an account. Additions may be in cash or securities provided that MMS reserves the right to liquidate any transferred securities or decline to accept particular securities into a client's account. Clients may withdraw account assets on notice to MMS, subject to the usual and customary securities settlement procedures. However, MMS designs its portfolios as long-term investments and the withdrawal of assets may impair the achievement of a client's investment objectives. MMS may consult with its clients about the options and ramifications of transferring securities. However, clients are advised that when transferred securities are liquidated, they are subject to transaction fees, fees assessed at the mutual fund level (i.e. contingent deferred sales charge) and/or tax ramifications.

If assets are deposited into an account after the inception of a quarter, the fee payable with respect to such assets will be prorated based on the number of days remaining in the quarter. For assets that are withdrawn from an account after the inception of a quarter, the fee payable with respect to such assets will not be adjusted or prorated based on the number of days remaining in the quarter.

Item 6. Performance-Based Fees and Side-by-Side Management

MMS does not provide any services for performance-based fees. Performance-based fees are those based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7. Types of Clients

MMS provides its services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and business entities.

Minimum Fee

As a condition for starting and maintaining a relationship, MMS generally imposes a minimum annual fee of \$1,000.00. This minimum fee may have the effect of making MMS's service impractical for certain clients, particularly those with portfolios of less than \$34,000 under MMS's management. MMS, in its sole discretion, may waive its minimum annual fee based upon certain criteria including anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing client, account retention, and *pro bono* activities.

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

Methods of Analysis

MMS's primary method of analysis can be described as fundamental.

Fundamental analysis involves the fundamental financial condition and competitive position of a company. MMS will analyze the financial condition, capabilities of management, earnings, new products and services, as well as the company's markets and position amongst its competitors in order to determine the recommendations made to clients. The primary risk in using fundamental analysis is that while the overall health and position of a company may be good, market conditions may negatively impact the security.

Investment Strategies

MMS works with each client to develop an investment Policy Statement (IPS) to achieve the client's goals. MMS tailors its services to the type of client (individual, trust, estate, company, etc.), the client's experience, as well as other factors such as the size of the portfolio, risk assumptions, and the type of portfolio (qualified or non-qualified). MMS works with client to build a diversified portfolio that seeks to optimize returns and minimize risk over the long term.

MMS utilizes the strategy of "Tactical Asset Allocation" for long term Investing. MMS centers its methodology on the use of investment vehicles that are within the classification of Core Equity, Core Fixed Income, Cash, Satellite, and Alternative Investments to make up models based on certain return/risk assumptions. Various sub-classes such as large, medium, and small capitalization stocks comprise the Core Equity classification, while Short, Intermediate, and Long Term Bonds in both Corporate and Government are part of the Core Fixed Income classification. At one time, MMS may allocate all or none of one classification or subclass to the portfolio.

MMS utilizes various vehicles within the framework of the models to accomplish the intended results. According to the factors discussed above, MMS will use vehicles such as individual stock, bonds, separately managed accounts, institutional mutual funds, Hedge Funds, ETFs or Private Equity within the various models. The chosen vehicle could be one or the combination of two or more vehicles within the models. MMS does not add any outside Independent Manager without the consent of the client.

MMS determines the percentage to be allocated to any classification or subclass as well as the investment medium to be used and the percentage thereof to any model designed. In addition, MMS may add, increase, reduce, or delete any individual named

vehicle within the model or portfolio at any time. Managers are monitored and compared to indices and their peer groups, while individual equities are monitored and compared within their industry sector as well as their indices or other comparable groups.

MMS provides, to certain eligible clients, the opportunity to choose a portfolio invested solely in stocks, or in conjunction with other portfolio. MMS offers six stock portfolios managed directly by MMS. The portfolios' range from a Value, Growth, Income, Momentum or combination, each with a distinct investment objective and risk profile.

For Example: An income model would select stocks with high dividend yields and with the expectation of high return on equity. MMS subscribes to various services that provide company financials, dividends, analysis research and projections. In addition, MMS uses its own staff for research of various individual stocks. The portfolios vary based on model but usually are limited to 20 stocks with no more than 5 stocks from one sector. All stock models are compared to their suitable index or benchmark.

Furthermore, qualified plan investments for participation are selected from primarily mutual funds and ETFs. When possible, MMS uses Institutional Funds. With discretionary authority, MMS develops five models based on the Core Equity, Core Fixed Income, Cash, and Satellite investments. In some cases, alternative investments may be added. Risk Models are designed from conservative to aggressive. MMS decides the percentage of each class or subclass, as well as individual fund or funds and the percentage in each model. MMS rebalances the models based on markets and change funds, or percentages based the performance as compared to peers or benchmarks.

All investments are selected and reviewed on an ongoing basis by MMS. Additionally, MMS's investment committee meets on a quarterly basis to review all investments. MMS's disciplined investment approach consists of:

- 1) Clarifying the client's financial goals and assessing risk tolerance and volatility;
- 2) Determining the asset class combinations that will best achieve those goals and what proportion of assets should be allocated to each asset class;
- 3) Evaluating the specific investments that will be used to build the client's portfolio;
- 4) Testing asset class allocations continually to determine how they perform under changing market conditions.
- 5) Rebalancing client portfolio at periodic intervals and recommending investment policy adjustments when appropriate.

Risks of Loss

Mutual Funds and Exchange Traded Funds (ETFs)

An investment in a mutual fund or ETF involves risk, including the loss of principal. Mutual fund and ETF shareholders are necessarily subject to the risks stemming from the individual issuers of the fund's underlying portfolio securities. Such shareholders are also liable for taxes on any fund-level capital gains, as mutual funds and ETFs are required by law to distribute capital gains in the event they sell securities for a profit that cannot be offset by a corresponding loss.

Shares of mutual funds are generally distributed and redeemed on an ongoing basis by the fund itself or a broker acting on its behalf. The trading price at which a share is transacted is equal to a fund's stated daily per share net asset value ("NAV"), plus any shareholders fees (e.g., sales loads, purchase fees, redemption fees). The per share NAV of a mutual fund is calculated at the end of each business day, although the actual NAV fluctuates with intraday changes to the market value of the fund's holdings. The trading prices of a mutual fund's shares may differ significantly from the NAV during periods of market volatility, which may, among other factors, lead to the mutual fund's shares trading at a premium or discount to NAV.

Shares of ETFs are listed on securities exchanges and transacted at negotiated prices in the secondary market. Generally, ETF shares trade at or near their most recent NAV, which is generally calculated at least once daily for indexed-based ETFs and more frequently for actively managed ETFs. However, certain inefficiencies may cause the shares to trade at a premium or discount to their pro rata NAV. There is also no guarantee that an active secondary market for such shares will develop or continue to exist. Generally, an ETF only redeems shares when aggregated as creation units (usually 50,000 shares or more). Therefore, if a liquid secondary market ceases to exist for shares of a particular ETF, a shareholder may have no way to dispose of such shares.

Market Risks

The profitability of a significant portion of MMS's recommendations may depend to a great extent upon correctly assessing the future course of price movements of stocks and bonds. There can be no assurance that MMS will be able to predict those price movements accurately.

Use of Private Collective Investment Vehicles

MMS may recommend the investment by certain clients in privately placed collective investment vehicles (some of which may be typically called "hedge funds"). The

managers of these vehicles will have broad discretion in selecting the investments. There are few limitations on the types of securities or other financial instruments which may be traded and no requirement to diversify. The hedge funds may trade on margin or otherwise leverage positions, thereby potentially increasing the risk to the vehicle. In addition, because the vehicles are not registered as investment companies, there is an absence of regulation. There are numerous other risks in investing in these securities. The client will receive a private placement memorandum and/or other documents explaining such risks.

Management Through Similarly Managed Accounts

MMS may manage portfolios by allocating portfolio assets among various mutual funds and/or securities on a discretionary basis using one or more of its proprietary investment strategies (collectively referred to as “*investment strategy*”). In so doing, MMS buys, sells, exchanges and/or transfers shares of mutual funds and/or securities based upon the *investment strategy*.

MMS’s management using the *investment strategy* complies with the requirements of Rule 3a-4 of the Investment Company Act of 1940, as amended. Rule 3a-4 provides similarly managed accounts, such as the *investment strategy*, with a safe harbor from the definition of an investment company.

Securities in the *investment strategy* are usually exchanged and/or transferred without regard to a client’s individual tax ramifications. MMS allocates investment opportunities among its clients on a fair and equitable basis.

Use of Margin To the extent that a client authorizes the use of margin, and margin is thereafter employed by MMS in the management of the client’s investment portfolio, the market value of the client’s account and corresponding fee payable by the client to MMS will not be increased.

While the use of margin borrowing can substantially improve returns, such use may also increase the adverse impact to which a client’s portfolio may be subject. Borrowings will usually be from securities brokers and dealers and will typically be secured by the client’s securities and/or other assets. Under certain circumstances, such a broker-dealer may demand an increase in the collateral that secures the client’s obligations and if the client were unable to provide additional collateral, the broker-dealer could liquidate assets held in the account to satisfy the client’s obligations to the broker-dealer. Liquidation in that manner could have extremely adverse consequences. In addition, the amount of the client’s borrowings and the interest rates on those borrowings, which will fluctuate, will have a significant effect on the client’s profitability.

General Risk of Loss

Investing in securities involves the risk of loss. Clients should be prepared to bear such loss.

Item 9. Disciplinary Information

MMS is required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of its advisory business or the integrity of management. MMS does not have any required disclosures to this Item.

Item 10. Other Financial Industry Activities and Affiliations

MMS is required to disclose any relationship or arrangement that is material to its advisory business or to its clients with certain related persons. MMS has described such relationships and arrangements below.

Related Bank

Shareholders of MMS and certain of its *Supervised Persons* are also shareholders of National Advisory Holdings, Inc. (“NAH”), a Delaware Corporation. NAH is the parent company of National Advisors Trust Services (“NATC”), a federally chartered trust company. NATC offers trust services to investment advisory clients. MMS may recommend the trust services of NATC to its clients on a fully-disclosed basis. However, clients are advised that such referral is a conflict of interest due to the common ownership among the companies.

Item 11. Code of Ethics

MMS and persons associated with MMS (“Associated Persons”) are permitted to buy or sell securities that it also recommends to clients consistent with MMS’s policies and procedures.

MMS has adopted a code of ethics that sets forth the standards of conduct expected of its associated persons and requires compliance with applicable securities laws (“*Code of Ethics*”). In accordance with Section 204A of the Investment Advisers Act of 1940 (the “Advisers Act”), its *Code of Ethics* contains written policies reasonably designed to prevent the unlawful use of material non-public information by MMS or any of its associated persons. The *Code of Ethics* also requires that certain of MMS’s personnel (called “*Access Persons*”) report their personal securities holdings and transactions and obtain pre-approval of certain investments such as initial public offerings and limited offerings.

Unless specifically permitted in MMS’s *Code of Ethics*, none of MMS’s *Access Persons* may effect for themselves or for their immediate family (i.e., spouse, minor children, and adults living in the same household as the *Access Person*) any transactions in a security which is being actively purchased or sold, or is being considered for purchase or sale, on behalf of any of MMS’s clients.

When MMS is purchasing or considering for purchase any security on behalf of a client, no *Access Person* may effect a transaction in that security prior to the completion of the purchase or until a decision has been made not to purchase such security. Similarly, when MMS is selling or considering the sale of any security on behalf of a client, no *Access Person* may effect a transaction in that security prior to the completion of the sale or until a decision has been made not to sell such security. These requirements are not applicable to: (i) direct obligations of the Government of the United States; (ii) money market instruments, bankers’ acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments, including repurchase agreements; (iii) shares issued by mutual funds or money market funds; and (iv) shares issued by unit investment trusts that are invested exclusively in one or more mutual funds.

Clients and prospective clients may contact MMS to request a copy of its *Code of Ethics*.

Item 12. Brokerage Practices

As discussed above, in Item 5, MMS generally recommends that clients utilize the brokerage and clearing services of *Fidelity*.

Factors which MMS considers in recommending *Fidelity* or any other broker-dealer to clients include their respective financial strength, reputation, execution, pricing, research and service. *Fidelity* enables MMS to obtain many mutual funds without transaction charges and other securities at nominal transaction charges. The commissions and/or transaction fees charged by *Fidelity* may be higher or lower than those charged by other *Financial Institutions*.

The commissions paid by MMS's clients comply with MMS's duty to obtain "best execution." Clients may pay commissions that are higher than another qualified *Financial Institution* might charge to effect the same transaction where MMS determines that the commissions are reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a *Financial Institution's* services, including among others, the value of research provided, execution capability, commission rates, and responsiveness. MMS seeks competitive rates but may not necessarily obtain the lowest possible commission rates for client transactions.

MMS periodically and systematically reviews its policies and procedures regarding its recommendation of *Financial Institutions* in light of its duty to obtain best execution.

The client may direct MMS in writing to use a particular *Financial Institution* to execute some or all transactions for the client. In that case, the client will negotiate terms and arrangements for the account with that *Financial Institution*, and MMS will not seek better execution services or prices from other *Financial Institutions* or be able to "batch" client transactions for execution through other *Financial Institutions* with orders for other accounts managed by MMS (as described below). As a result, the client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. Subject to its duty of best execution, MMS may decline a client's request to direct brokerage if, in MMS's sole discretion, such directed brokerage arrangements would result in additional operational difficulties.

Transactions for each client generally will be effected independently, unless MMS decides to purchase or sell the same securities for several clients at approximately the same time. MMS may (but is not obligated to) combine or "batch" such orders to obtain best execution, to negotiate more favorable commission rates, or to allocate equitably

among MMS's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will generally be averaged as to price and allocated among MMS's clients pro rata to the purchase and sale orders placed for each client on any given day. To the extent that MMS determines to aggregate client orders for the purchase or sale of securities, including securities in which MMS's *Supervised Persons* may invest, MMS generally does so in accordance with applicable rules promulgated under the Advisers Act and no-action guidance provided by the staff of the U.S. Securities and Exchange Commission. MMS does not receive any additional compensation or remuneration as a result of the aggregation. In the event that MMS determines that a prorated allocation is not appropriate under the particular circumstances, the allocation will be made based upon other relevant factors, which may include: (i) when only a small percentage of the order is executed, shares may be allocated to the account with the smallest order or the smallest position or to an account that is out of line with respect to security or sector weightings relative to other portfolios, with similar mandates; (ii) allocations may be given to one account when one account has limitations in its investment guidelines which prohibit it from purchasing other securities which are expected to produce similar investment results and can be purchased by other accounts; (iii) if an account reaches an investment guideline limit and cannot participate in an allocation, shares may be reallocated to other accounts (this may be due to unforeseen changes in an account's assets after an order is placed); (iv) with respect to sale allocations, allocations may be given to accounts low in cash; (v) in cases when a pro rata allocation of a potential execution would result in a *de minimis* allocation in one or more accounts, MMS may exclude the account(s) from the allocation; the transactions may be executed on a pro rata basis among the remaining accounts; or (vi) in cases where a small proportion of an order is executed in all accounts, shares may be allocated to one or more accounts on a random basis.

Consistent with obtaining best execution, brokerage transactions may be directed to certain broker-dealers in return for investment research products and/or services which assist MMS in its investment decision-making process. Such research generally will be used to service all of MMS's clients, but brokerage commissions paid by one client may be used to pay for research that is not used in managing that client's portfolio. The receipt of investment research products and/or services as well as the allocation of the benefit of such investment research products and/or services poses a conflict of interest because MMS does not have to produce or pay for the products or services.

Software and Support Provided by Financial Institutions

MMS may receive from *Fidelity*, without cost to MMS, computer software and related systems support, which allow MMS to better monitor client accounts maintained at *Fidelity*. MMS may receive the software and related support without cost because MMS renders investment management services to clients that maintain assets at *Fidelity*. The software and related systems support may benefit MMS, but not its clients directly. In fulfilling its duties to its clients, MMS endeavors at all times to put the interests of its clients first. Clients should be aware, however, that MMS's receipt of economic benefits from a broker-dealer creates a conflict of interest since these benefits may influence MMS's choice of broker-dealer over another broker-dealer that does not furnish similar software, systems support, or services.

Additionally, MMS may receive the following benefits from *Fidelity* through the Fidelity Institutional Wealth Services Group: receipt of duplicate client confirmations and bundled duplicate statements; access to a trading desk that exclusively services its Institutional Wealth Services Group participants; access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts; and access to an electronic communication network for client order entry and account information.

Item 13. Review of Accounts

Account Reviews

For those clients to whom MMS provides wealth management services, MMS monitors those portfolios as part of an ongoing process while regular account reviews are conducted on at least a quarterly basis. For those clients to whom MMS provides financial planning and/or consulting services, reviews are conducted on an “as needed” basis. Such reviews are conducted by one of MMS’s investment adviser representatives. All investment advisory clients are encouraged to discuss their needs, goals, and objectives with MMS and to keep MMS informed of any changes thereto. MMS contacts ongoing investment advisory clients at least annually to review its previous services and/or recommendations and to discuss the impact resulting from any changes in the client’s financial situation and/or investment objectives.

Account Statements and General Reports

Unless otherwise agreed upon, clients are provided with transaction confirmation notices and regular summary account statements directly from the broker-dealer or custodian for the client accounts. Those clients to whom MMS provides investment advisory services will also receive a report from MMS that may include such relevant account and/or market-related information such as an inventory of account holdings and account performance as clients may request from time to time. Clients should compare the account statements they receive from their custodian with those they receive from MMS.

Financial Planning and Consulting Reports

Those clients to whom MMS provides financial planning and/or consulting services will receive reports from MMS summarizing its analysis and conclusions as requested by the client or otherwise agreed to in writing by MMS.

Item 14. Client Referrals and Other Compensation

Client Referrals

MMS does not currently provide compensation to third-party solicitors for client

Other Economic Benefit

MMS may receive an economic benefit from a third party (non-client) for providing investment advice to the firm's advisory clients. This type of relationship poses a conflict of interest, as discussed in Item 12.

Item 15. Custody

MMS's *Agreement* and/or the separate agreement with any *Financial Institution* may authorize MMS through such *Financial Institution* to debit the client's account for the amount of MMS's fee and to directly remit that management fee to MMS in accordance with applicable custody rules.

The *Financial Institutions* recommended by MMS have agreed to send a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid directly to MMS. In addition, as discussed in Item 13, MMS also sends periodic supplemental reports to clients. Clients should carefully review the statements sent directly by the *Financial Institutions* and compare them to those received from MMS.

Item 16. Investment Discretion

MMS is given the authority to exercise discretion on behalf of clients. MMS is considered to exercise investment discretion over a client's account if it can effect transactions for the client without first having to seek the client's consent. MMS is given this authority through a power-of-attorney included in the agreement between MMS and the client. Clients may request a limitation on this authority (such as certain securities not to be bought or sold). MMS takes discretion over the following activities:

- The securities to be purchased or sold;
- The amount of securities to be purchased or sold; and
- When transactions are made.

Item 17. Voting Client Securities

MMS does not accept the authority to vote clients' securities (i.e., proxies) on their behalves. Clients receive proxies directly from the *Financial Institutions* where their assets are custodied and may contact the Firm at the number on the cover of this brochure with questions about proxies and/or other such solicitations.

Item 18. Financial Information

MMS is not required to disclose any financial information pursuant to this Item due to the following:

- The firm does not require or solicit the prepayment of more than \$1,200 in fees six months or more in advance;
- The firm does not have a financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients; and
- The firm has not been the subject of a bankruptcy petition at any time during the past ten years.

MONEY MANAGEMENT SERVICES, INC.

a Registered Investment Adviser

2100A Southbridge Parkway, Suite 375
Birmingham, AL 35209

(205) 871-7526

www.moneymanagementservices.com

Prepared by:



MARKETCOUNSEL®
The Adviser's Advisor®