

Item 1 – Cover Page

Rollins Financial, Inc.

3343 Peachtree Road NE, Suite 500

Atlanta, Georgia 30326

404-892-7967

www.rollinsfinancial.com

March 15, 2012

This Brochure provides information about the qualifications and business practices of Rollins Financial, Inc. If you have any questions about the contents of this Brochure, please contact us at 404-892-7967 or at contact@rollinsfinancial.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.

Rollins Financial is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about Rollins Financial also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

Rollins Financial's brochure has not changed materially since our last annual update on March 15, 2011.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Eddie Wilcox at 404-892-7967 or ewilcox@rollinsfinancial.com.

Additional information about Rollins Financial, Inc. is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Rollins Financial, Inc. who are registered, or are required to be registered, as investment adviser representatives of Rollins Financial, Inc.

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Item 4 – Advisory Business

Rollins Financial, Inc. seeks to provide investment advice that will meet individual client goals under a fee only system, taking the utmost care to enhance each client's financial position over the long term. Rollins Financial, Inc. is principally owned by Joseph R. Rollins and was founded in 1990.

The applicant firm, Rollins Financial, Inc. (hereinafter, "RF"), provides individual investment counseling and supervisory services, along with commentaries on market performance and estimates for future trends. RF initially meets with each client to determine the client's financial objectives and other relevant factors that should be considered in building the investment portfolio. Taking the information gleaned from the initial meeting, and after further study of the client's overall circumstances, RF will: analyze existing assets, including allocation among asset classes; develop an asset allocation plan for each client portfolio; and select equity and/or fixed income securities designated to assist the client in reaching his or her stated goals and objectives.

RF most often invests client assets in various no-load, low-load mutual funds or exchange-traded funds. If a given situation warrants, RF may invest client funds in individual domestic or foreign common stocks, domestic and foreign government bonds, corporate bonds, preferred stocks, municipal bonds, commercial paper, certificates of deposit, variable annuities, or real estate limited partnerships. Once the portfolio is constructed, RF monitors the investments, their performance and overall progress toward the stated goals of the client on an ongoing basis.

As of December 31, 2011, RF manages total discretionary assets of \$141,556,419.

Item 5 – Fees and Compensation

These services provided by RF are billed on a percentage basis, determined by the following annual fee schedule:

Assets	Rate
\$0 - \$50,000	1.50%
\$50,001 - \$100,000	1.25%
\$100,001 - \$1,000,000	1.00%
\$1,000,001 - \$3,000,000	0.75%
over \$3,000,000	0.50%

The minimum portfolio size is generally \$50,000, and minimum annual fees may apply, at the discretion of RF. However, under certain circumstances, portfolio size minimums and fees may be negotiable.

The specific manner in which fees are charged by RF is established in a client's written agreement with RF. RF will generally bill its fees on a quarterly basis in arrears each calendar quarter. Clients may also elect to be billed directly for fees or to authorize RF to directly debit fees from client accounts. Management fees shall be calculated based on a combination of the average capital base and one half of the investment gain(loss) for each quarter. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

RF's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, 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. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to RF's fee, and RF shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that RF considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

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

RF does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

RF provides portfolio management services to individuals, high net worth individuals, corporate pension and profit-sharing plans, charitable institutions, foundations, endowments, and trust programs.

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

To achieve the specific goals of each client account, RF may direct client assets to be invested in stock funds, fixed income (bond) funds, individual stocks, individual bonds, individual cash equivalent securities, commodity funds, real estate funds and alternative asset funds. RF may direct investments towards domestic investments, or international investments depending on market conditions. RF will also make judgments with regard to allocations towards large, medium and small-cap securities. In addition, analysis will be made regarding the types of fixed-income investments that are appropriate given market conditions with regard to each client's situation.

Investing in securities involves risk of loss that clients should be prepared to bear. The likelihood of loss may be greater if you invest for a shorter time period. Principal risks may include the following: Market and Selection Risk, Investment Style Risk, Small and Mid-Cap Risk, Credit Risk, Foreign Investment Risk, Commodity Risk, Interest Rate Risk, and Derivatives Risk.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of RF or the integrity of RF's management. RF has no information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Mr. Joseph Rollins, CEO of RF, is also the President of Rollins & Associates, P.C., a CPA firm. Mr. Rollins may spend up to 50% of his time on activities relating to the CPA firm. Clients in need of CPA services may retain Rollins & Associates, P.C. to perform tax work, and tax clients in need of advisory services may retain RF for such services. Although the two firms will each recommend the other to clients, there is no requirement that any client of one firm use the services of the other. The services of each are separate, and are performed for separate and typical compensation.

Institutional Program Benefits:

RF does receive some benefits by its participation in the institutional programs of certain broker/dealers, although there is no direct link between the investment advice given and participation in the program. These benefits usually include: receipt of duplicate client confirmations and bundled duplicate statements; access to market and economic research reports; access to a service team and trading desk serving adviser participants exclusively; access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts; access to an electronic communications network for client order entry and account information; receipt of compliance publications; and access to mutual funds which generally require significantly higher minimum initial investments or are generally available only to institutional investors. The benefits received through participation in the program do not necessarily depend upon the proportion of transactions directed to these broker/dealers.

Item 11 - Code of Ethics

RF has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at RF must acknowledge the terms of the Code of Ethics annually, or as amended.

RF anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which RF has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which RF, its affiliates and/or clients, directly or indirectly, have a position of interest. RF's employees and persons associated with RF are required to follow RF's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of RF and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for RF's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of RF will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere

with the best interest of RF's clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Rollins Financial and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with RF's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. RF will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

RF's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Eddie Wilcox.

It is RF's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. RF will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

Item 12 – Brokerage Practices

Soft dollar benefits are not proportionally allocated to any accounts that may generate different amounts of the soft dollar benefits.

Most investments made on behalf of client accounts are mutual funds; therefore, RF does not have the ability to select the broker to execute the transaction. When individual securities are selected for client accounts, the account custodian will generally execute the transaction.

All clients will have the opportunity to select the custodian and/or broker dealer of choice; however, clients in need of custodial serviced will generally have Charles Schwab & Co., Inc. ("Schwab") or Fidelity Investments, Inc. ("Fidelity") recommended to them. Depending on the choice made by the client, RF may or may not have the opportunity to negotiate commissions paid by the client, and RF's ability to obtain best execution may be impaired.

RF participates in the Institutional programs of Charles Schwab & Co., Inc. and Fidelity Investments, Inc., both FINRA members and registered broker-dealers. These service programs are offered to independent investment advisers by the broker/dealers. As a participant in the programs, RF receives some benefits.

When given discretion to do so, RF will endeavor to select those brokers or dealers which provide the best services at the lowest commission rates possible. The reasonableness of commission is based on the broker's ability to provide professional services, competitive commission rates, research and other services which will help RF in providing investment advisory services to clients. RF may recommend (or use) the use of a broker/dealer who provides useful research and securities transaction services even though a lower commission may be charged by different broker/dealer, who offers no research services and minimal securities transaction assistance. Research services may be useful in servicing all of RF's clients, and not all such research may be useful for the account for which the particular transaction was effected.

Item 13 – Review of Accounts

All Accounts are reviewed in detail at least quarterly by RF, but interim reviews are triggered by a number of factors. These factors may include but are not limited to the following: change in general circumstances, change in personal expense levels, marriage, retirement, economic developments, political changes, market conditions, etc. In addition, RF evaluates the investment philosophy of the firm on an ongoing basis, and performs economic analysis for all accounts. The reviewers include Joseph R. Rollins President/CEO of Rollins Financial, Inc., Robert E. Schultz, III - Investment Advisor Rep., and Edward J. Wilcox - Investment Advisor Rep.

Account custodians are responsible for providing monthly or quarterly account statements which reflect the positions (and current pricing) in each account as well as transactions in each account, including fees paid from an account. Account custodians also provide prompt confirmations of all trading activity, and year-end tax statements, such as 1099 forms. In addition, RF provides a quarterly report for each client. This report includes a summary of portfolio holdings, gains and losses for the period, interest and dividends earned, contributions and withdrawals for the period, investment management fees charged, and a performance review. Additional reports are available upon request.

Item 14 – Client Referrals and Other Compensation

Rollins Financial employs the use of solicitors, as defined in the Investment Advisers Act of 1940. RF enters into a contract with the Solicitor, who then seeks to find clients whose interests may be served by engaging RF for advisory services.

When a Solicitor approaches a potential client, he/she provides the client with a copy of the Solicitor's Disclosure Statement, which outlines the terms of agreement between the Solicitor and RF, and a copy of RF's form ADV, Part 2. At the same time, the Solicitor has the client sign an acknowledgement of the receipt of both items. Clients gained through the use of Solicitors do not pay any additional fees to RF.

Item 15 – Custody

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. RF urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

RF has the authority to debit accounts in order to collect investment advisory fees. This constitutes RF as having custody of client assets.

Item 16 – Investment Discretion

Rollins Financial, Inc. usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or

sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, RF observes the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, RF's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to Rollins Financial in writing.

Item 17 – Voting Client Securities

Rollins Financial, Inc. does accept authority to vote proxies on behalf of client accounts. RF will not vote any security in which the aggregate position held in accounts managed by RF is under \$1 million in total value. RF will vote proxies for securities that meet or exceed this threshold. Clients who wish to vote their own proxies, regardless of RF's aggregate position, may revoke this authority from RF. Clients may obtain RF's proxy voting policies and procedures by contacting the RF office at 404-892-7967.

Item 18 – Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about RF's financial condition. RF has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

Item 1 – Cover Page - Brochure Supplement

Rollins Financial, Inc.

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March 15, 2012

This Brochure supplement provides information about:

Joseph R. Rollins

Robert E. Schultz, III

Edward J. Wilcox

This information supplements the Rollins Financial, Inc. brochure. You should have received a copy of that brochure. Please contact us at 404-892-7967 or at contact@rollinsfinancial.com if you did not receive Rollins Financial's brochure or if you have questions about the contents of this supplement.

Additional information about Joseph R. Rollins, Robert E. Schultz, III and Edward J. Wilcox also is available on the SEC's website at www.adviserinfo.sec.gov.

Joseph R. Rollins **DOB 8/31/49**

Item 2 – Educational Background and Business Experience

Education:

University of Tennessee, BS, Accounting, 1971

Georgia State University, Masters of Professional Accountancy, 1978

Georgia State University, Masters of Taxation, 1982

Examinations/Associations:

Certified Public Accountant (CPA)*, Georgia State Board of Accountancy, 1974

Personal Financial Specialist (PFS)*, AICPA, 1986

Certified Management Accountant (CMA)*, Institute of Certified Management Accountants, 1979

Chartered Financial Consultant (ChFC), The American College, 1986

Chartered Life Underwriter (CLU)*, The American College, 1987

Certified Fund Specialist (CFS)*, Institute of Certified Fund Specialists, 1991

Certified Employee Benefits Specialist (CEBS)*, Int'l Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania, 1992

NASD Series 65, Uniform Investment Adviser Law Exam, 1990

Business Background

CEO, Rollins Financial, Inc., 1/90 – present

President, Rollins & Associates, P.C., 6/81 – present

***Certified Public Accountant (CPA)**

Requirements/Prerequisites/Experience Required:

- Complete 150 semester hours of education
- Pass the Uniform CPA Exam
- Complete at least two years professional work experience in public accounting
- Satisfy continuing education requirements (varies by state)

***Personal Financial Specialist (PFS)**

Requirements/Prerequisites/Experience Required:

- Obtain and maintain the CPA License
- Be a member in good standing of the AICPA
- Complete the PFP education program
- Complete two years of relevant work experience
- Pass the PFP Examination
- Complete 60 hours of continuing education every three years

*** Certified Management Accountant (CMA)**

Requirements/Prerequisites/Experience Required:

- The CMA exam is designed to measure the advanced skills required to be an effective member of finance and accounting teams within organizations and to create value in today's complex and challenging business environment. The exam is structured as follows: Part I - Financial Planning, Performance and Control, Part II – Financial Decision Making
- To participate in the CMA program, candidates must be members of IMA. To earn the CMA designation, candidates must pass both exam parts and fulfill the following education and experience requirements, Bachelor's degree from an accredited college or university and two continuous years of professional experience in management accounting or financial management.

***Chartered Financial Consultant (ChFC)**

Requirements/Prerequisites/Experience Required:

- The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential
- Average study time to earn the ChFC® exceeds 450 hours.
- Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation.
- ChFC designees must meet experience requirements and adhere to continuing education and ethical standards.
- The credential is awarded by The American College, a non-profit educator with an 84-year heritage and the highest level of academic accreditation.

***Chartered Life Underwriter(CLU)**

Requirements/Prerequisites/Experience Required:

- For 84 years the CLU® has been the respected risk management credential for advisors.
- Designees have completed eight or more college-level courses representing an average study time of 400 hours.
- Topics for required courses include insurance and financial planning, life insurance law, estate planning, and planning for business owners and professionals. Elective courses include such advanced topics as income taxes, group benefits, retirement planning, and health insurance.
- CLU designees must meet experience and continuing education requirements and must adhere to a high ethical standard.
- The mark is awarded by The American College, a non-profit educator with the top level of academic accreditation.

*** Certified Fund Specialist (CFS)**

Requirements/Prerequisites/Experience Required:

- Complete 2,000 hours relevant work experience or complete a bachelor degree program at an accredited college or university
- Pass three exams; each one covering two of the six modules included in the program
- Complete a written case study
- Sign and adhere to a Code of Ethics and Standards of Practice

***Certified Employee Benefits Specialist (CEBS)**

Requirements/Prerequisites/Experience Required:

- The Certified Employee Benefit Specialist (CEBS) professional designation is an important credential for anyone in the employee benefits field. The CEBS designation is offered by the International Foundation of Employee Benefit Plans, (IFEBP) in association with the Wharton School of the University of Pennsylvania. Completion of eight courses is required to receive the CEBS professional designation. The courses cover group health benefits, retirement plans and compensation management. Candidates must complete six required courses and two of five elective courses. Each course requires that students pass a computer-based examination with a score of at least 70%.

Item 3 – Disciplinary Information

Joseph Rollins had his right to use the CFP credential suspended in 2007. Mr. Rollins withdrew his CFP reinstatement application rather than disputing the case with the CFP Board.

Item 4 – Other Business Activities

Mr. Joseph Rollins, CEO of RF, is also the President of Rollins & Associates, P.C., a CPA firm. Mr. Rollins may spend up to 50% of his time on activities relating to the CPA firm. Clients in need of CPA services may retain Rollins & Associates, P.C. to perform tax work, and tax clients in need of advisory services may retain RF for such services. Although the two firms will each recommend the other to clients, there is no requirement that any client of one firm use the services of the other. The services of each are separate, and are performed for separate and typical compensation.

Item 5 – Additional Compensation

Rollins Financial does not collect any additional compensation other than the asset management fees collected directly from clients for asset management services.

Item 6 – Supervision

Joseph R. Rollins is the President and CEO of Rollins Financial. Mr. Rollins supervises all employees of Rollins Financial, including Robert E. Schultz, III and Edward J. Wilcox.

Robert E. Schultz, III

DOB 12/10/1972

Item 2 – Educational Background and Business Experience

Education:

University of West Georgia, BA, History, 1996

University of West Georgia, Masters of Public Administration, 1998

Examinations/Associations:

NASD Series 65, Uniform Investment Adviser Law Exam, 2000

Business Background

Investment Adviser, Rollins Financial, Inc., 3/98 – present

Item 3 – Disciplinary Action

N/A

Item 4 – Other Business Activities

Robert E. Schultz, III is also an employee of Rollins & Associates, P.C., a CPA firm. Mr. Schultz may spend up to 10% of his time on activities relating to the CPA firm. Clients in need of CPA services may retain Rollins & Associates, P.C. to perform tax work, and tax clients in need of advisory services may retain RF for such services. Although the two firms will each recommend the other to clients, there is no requirement that any client of one firm use the services of the other. The services of each are separate, and are performed for separate and typical compensation.

Item 5 – Additional Compensation

Robert E. Schultz, III may receive additional compensation by procuring new investment advisory clients for Rollins Financial, Inc.

Item 6 - Supervision

Joseph R. Rollins is the President and CEO of Rollins Financial. Mr. Rollins supervises all employees of Rollins Financial, including Robert E. Schultz, III. Mr. Rollins reviews the investment account holding and performance of the accounts managed by Robert E. Schultz, III on a quarterly basis.

Edward J. Wilcox **DOB 09/27/1973**

Item 2 – Educational Background and Business Experience

Education:

Florida State University, BS, Finance, 1998

Examinations/Associations:

NASD Series 65, Uniform Investment Adviser Law Exam, 2000

Chartered Financial Analyst Level III Candidate

Business Background

Investment Adviser, Rollins Financial, Inc., 12/04 – present

Portfolio Administrator, DLIBJ Asset Management, 2/03-9/04

Investment Adviser, Rollins Financial, Inc., 6/99 – 6/02

Item 3 – Disciplinary Action

N/A

Item 4 – Other Business Activities

N/A

Item 5 – Additional Compensation

Edward Wilcox may receive additional compensation by procuring new investment advisory clients for Rollins Financial, Inc.

Item 6 - Supervision

Joseph R. Rollins is the President and CEO of Rollins Financial. Mr. Rollins supervises all employees of Rollins Financial, including Edward J. Wilcox. Mr. Rollins reviews the investment account holdings and performance of the accounts managed by Edward Wilcox on a quarterly basis.