Part 2A of Form ADV: Firm *Brochure*

Item 1 Cover Page

Rochester Financial Services

Jeffrey Feldman Ph.D., CFP Owner

7 Hastings Circle

Pittsford, NY 14534

585-442-7580

jmfeld@aol.com

RochesterFinancial.com

January 16, 2012

This Brochure provides information about the qualifications and business practices of Jeffrey Feldman dba Rochester Financial Services (heretofore referred to as "the advisor"). 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.

Jeffrey Feldman DBA Rochester Financial Services is a registered investment adviser with the US Securities and Exchange Commission.

Additional information about Rochester Financial Services also is available on the SEC's website at www.adviserinfo.sec.gov under Rochester Financial Services, CRD # 107956, SEC # 801-57098.

Item 2 Material Changes

There are no material changes to this ADV Disclosure document. It is essentially the same as the original brochure dated January 18, 2011.

Item 1 - Cover Page 1
Item 2 - Material Changes 2
Item 3 - Table of Contents 3
Item 4 - Advisory Business 4
Item 5 - Fees and Compensation 5
Item 6 - Performance Based Fees 6
Item 7 - Types of Clients 6
Item 8 - Types of Investments, Methods of Analysis, and Investment Strategies 6
Item 9 - Discplinary Information 7
Item 10 - Other Financial Industry Activities and Affiliations 7
Item 11 - Code of Ethics 7
Item 12 - Brokerage Practices 8
Item 13 - Review of Accounts 9
Item 14 - Client Referrals and Other Compensation 9
Item 15 - Custody 9
Item 16 - Investment Discretion 9
Item 17 - Voting Client Securities 10
Item 18 - Financial Information 10

Brochure Supplement

Part II B - Personnel Profile 10

Item 4 Advisory Business

The following advisory services are provided:

Investment Supervisory Services - Balanced portfolios, consisting primarily of No-Load mutual funds, are designed specifically for each client. Individual securities are used only when requested by the client. Depending on the investment objectives and risk tolerance appropriate for the client, the percentage of assets in equity funds vs. fixed income funds will be determined. Mutual funds are selected in those asset classes that are deemed to represent the best opportunities for capital growth while taking into consideration the potential for loss in these investments. Once the asset classes are identified, client funds are invested in those funds considered to be the best in that class, again, based on risk / reward criteria. Once the portfolio is designed and implemented, it is monitored on a continuous basis. Rebalancing or fine-tuning adjustments are made whenever it is deemed necessary, both to manage the risk of the portfolio and to enhance its performance. In taxable portfolios, the tax consequences of portfolio adjustments will be considered, although tax considerations will be considered secondary to portfolio performance. Performance reports, detailing the percent gain and dollar gain for each security in the portfolio as well as the portfolio as a whole are sent to the client each month. Comprehensive financial planning services (as described below) are also included for those clients subscribing to these investment supervisory services.

Comprehensive Financial Planning - This service involves analyzing a client's complete financial situation which could include any or all of the following: estate planning, investment analysis, tax planning, analysis of insurance requirements, retirement needs planning, analysis of employee retirement benefits, design of small business retirement plans, cash flow and net worth analysis, etc. Advice is also offered on any other product which is deemed appropriate in order to address the individualized needs, goals and objectives of the client.

Non-Supervisory Investment Services - Investment advice can be provided to clients on a one-time basis, not part of an ongoing supervisory service. This advice can involve the design of a portfolio specifically tailored to the client's goals and objectives or the review and analysis of an already existing portfolio. This investment advice can either be part of a comprehensive financial planning analysis performed for the client or solely investment analysis.

Item 5 Fees and Compensation

For Investment Advisory Services - whereby the portfolio management of the client's assets are done on a continuous basis, fees are assessed as follows:

Rate per 6 Month Period

Account Asset Base

First $250,000 0.40 %

$250,000 to $1,000,000 0.30 %

$1,000,000 to $3,000,000 0.20 %

Over $3,000,000 0.10 %

For fixed income accounts, the fees are one half the above amounts. All fees are subject to a minimum of $250 per 6 month service period.

Clients are invoiced for a 6 month service period only after comprehensive financial planning has been completed and investment supervisory services have been initiated. The fee is calculated using the account asset base at the beginning of the service period. Services can be terminated by the client at any time. If the service agreement is terminated prior to the end of the six month service period, the client is entitled to a refund of the unearned portion of the fee paid. The client will be entitled to a full refund if notice of termination is given within five days of signing the service agreement. The above fee schedule is subject to negotiation based on the specific circumstances of each client. Fees are not based on capital gains or upon capital appreciation of assets. The advisor's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients should note that because mutual funds pay advisory fees to their investment advisors and such fees are therefore indirectly charged to all holders of mutual fund shares, clients with mutual funds in their portfolios are effectively paying both the Advisor and the mutual fund manager for the management of their assets. Clients who place mutual fund shares under the Advisor's management are therefore subject to both the Advisor's direct management fee and the indirect management fee of the mutual fund's manager.

Fees for Non-Supervisory Investment Services and Comprehensive Financial Planning - These services are provided at a rate of $135 per hour. This fee is subject to negotiation based on the specific circumstances of each client. The refunding of fees for this service is not an issue as they are charged only after the financial planning service is performed and presented to the client and are only collected upon the complete satisfaction of the client.

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

The advisor 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*

The Advisor provides portfolio management services to individuals, high net worth individuals, trusts and estates.

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

The advisor's security analysis methods include fundamental analysis, charting, and technical analysis. Sources of information include financial newspapers and magazines, analyst research materials, and subscriptions to analyst newsletters. The advisor employs an investment strategy that can employ either long term or short term holding of securities, based on the advisor's evaluation of the appropriateness of each holding.

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 the advisor or the integrity of the advisor's management. There have been no legal or disciplinary actions taken against the advisor.

Item 10 Other Financial Industry Activities and Affiliations

The advisor's sole business activity is to provide investment advice to his clients. He is not affiliated with any outside entity and does not receive compensation from any third parties. The advisor's sole source of compensation is from fees received directly from clients or client accounts. The advisor does not directly or indirectly compensate any person for client referrals.

Item 11 Code of Ethics, Participation or Interest in *Client* Transactions and Personal Trading

The advisor operates under a Code of Ethics whereby he will maintain the highest level of ethics he deems possible. This is achieved by his acting as a fiduciary for his clients, the highest ethical level of advisor - client relationships. This is defined as acting in the clients' best interests in all dealings. The advisor will always provide objective, unbiased advice. The advisor will always practice full disclosure when dealing with clients, including disclosing the advisor's compensation and any potential conflicts of interest. All client information will be kept strictly confidential unless authorization is received from the client. The advisor will attempt to maintain a high level of knowledge and ability in all areas in which he advises clients and will inform clients if he feels that he does not have a complete understanding of their topic of concern.

Item 12 Brokerage Practices

The Advisor has the authority to determine, without obtaining specific client consent, the securities to be bought or sold and the particular amounts, as long as:

1) the client has given the Advisor the authority to perform these transactions, and
2) the investment strategy or asset allocation employed has been agreed to ahead of time by the client, is reflective of the client's Investment Policy Statement, and is consistent with the goals and objectives of the client.

The Advisor uses the services of a discount brokerage firm to handle the trading and account maintenance of clients' investment portfolios. The Advisor will recommend to clients a brokerage firm that will provide the best possible service to the clients while keeping costs to a minimum. The value of products, research and services received by the Advisor is not a factor in making this recommendation. The Advisor receives no fees or commissions from any brokerage firm.

The Advisor acknowledges his duty to obtain best execution of trades for client accounts.

Clients should note that while the purchase and sale of no-load mutual funds at brokerage house mutual fund marketplaces are for the most part executed without transaction fees (and by definition, without load or commission), clients may be subject to early mutual fund redemption fees when certain mutual funds are not held for the minimum required amount of time after purchase or to minimal transaction fees if non-NTF (no transaction fee) funds are purchases.

Personal Securities Transactions - At times, the interests of the advisor may correspond with certain clients' interests in that he may invest in his personal accounts and in the accounts of related parties the same securities invested in client accounts. While Rochester Financial Services may be too small to affect any financial market and purchases are usually in the form of mutual funds, to address this potential conflict of interest, the advisor agrees to the extent within his control, not to favor himself or related parties to the clients' financial detriment. It is further noted that the advisor will never trade on insider information.

IPO Policy - The Advisor does not currently and will not in the future participate in making available to his clients any initial public offerings (IPO's).

Item 13 Review of Accounts

For all investment advisory accounts, formal reviews are offered to clients at six month intervals. Reviews are not performed for those clients who feel that a formal review is not necessary. The review process involves evaluating the performance of the client's portfolio, judged relative to economic and stock market conditions as well as relative to the client's goals and expectations. Informal reviews can be conducted at any time at the request of the client. All reviews are conducted by the advisor.

Monthly reports are provided to all investment advisory accounts. Each report details the percent gain and dollar gain for each security in the portfolio as well as for the portfolio as a whole.

Item 14 *Client* Referrals and Other Compensation

The advisor makes no payments to any third parties for client referrals. The advisor receives no compensation from any third parties. The only compensation received by the advisor is from his clients.

Item 15 *Custody*

The advisor never takes custody of any client assets. Client assets are held at an independent brokerage and the client is always the primary customer of the brokerage. The brokerage will always send statements and transaction notices directly to the client. The client will always have the ability to sever the relationship with the advisor while retaining their relationship as customer of the brokerage institution.

Item 16 Investment Discretion

As stated in Item 11 above, the advisor has discretionary authority from the client to determine the securities to be bought or sold and the particular amounts, as long as a) the client has given the advisor the authority to perform these transactions, and b) the investment strategy or asset allocation employed has been agreed to ahead of time by the client, is reflective of the client's Investment Policy Statement, and is consistent with the goals and objectives of the client.

Item 17 Voting *Client* Securities

The advisor usually retains the authority to vote client shares in proxy statements as a matter of convenience for the clients. Unless otherwise advised by the client, the advisor will vote shares based on the recommendation of the company's or mutual fund's board of directors.

Item 18 Financial Information

The advisor 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 19 Requirements for State-Registered Advisers

Part II B - Personnel Profile of Jeffrey Feldman

Jeffrey Feldman, Ph.D., CFP was born in 1956 and received a bachelor's degree (1977) from Brandeis University, Waltham, MA, a master's degree (1979) from Michigan State University, East Lansing, MI, and a doctorate degree from the University of Rochester (1985), Rochester, NY. He graduated from the College of Financial Planning, Denver, CO, in 1993 and received his Certified Financial Planner License in 1996. He worked for Bausch & Lomb in research from 1985 to 1997. He founded Rochester Financial Services in 1993 and has been a Registered Investment Advisor with the US Securities and Exchange Commission since 1999.