

Part 2B of Form ADV: *Brochure Supplement*

Mark W Archambo
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Archambo Financial Advisors, Inc.

Bartlesville, OK 74003

12/31/2011

This brochure supplement provides information about Mark W Archambo that supplements the Archambo Financial Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Mark Archambo if you did not receive Archambo Financial Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Mark W Archambo is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Educational, Background and Business Experience

Full Legal Name: Mark W Archambo

Born: 1949

Education

- Southern Nazarene University; Accounting; 1969
- University of Tulsa; Accounting; 1970

Business Experience

- Archambo & Mueggenborg, P.C., CPA's; President; from 1/1/1988 to current
- Dominion Financial Services, Inc.; Director; from 1/1/1995 to current
- Dominion Investor Services, Inc.; Director; from 1/1/1993 to current
- Dominion Investor Services, Inc.; Series 7 registered representative; from 1/1/1991 to current
- Dominion Wealth Advisors, Inc.; Director/Investment Advisor Representative; from 1/1/1995 to current
- Archambo Financial Advisors, Inc.; President; from 1/1/2004 to current

Designations

Mark W Archambo has earned the following designation(s) and is in good standing with the granting authority:

- Certified Financial Planner; Certified Financial Planners Board of Standards; 10/1/1989

Issued by: [Certified Financial Planner Board of Standards, Inc.](#)

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- 3 years of full-time personal financial planning experience
 - **CFP - Certified Financial Planner**

Educational Requirements: Candidate must complete a [CFP-board registered program](#), or hold one of the following:

- CPA
- ChFC
- Chartered Life Underwriter (CLU)
- CFA
- Ph.D. in business or economics
- Doctor of Business Administration
- Attorney's License

Examination Type: CFP Certification Examination

Continuing Education/Experience Requirements: 30 hours every 2-years

Certified Public Accountant; Oklahoma Accountancy Board; 8/9/1974

Certified Public Accountant (CPA) CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college [education](#) (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum [experience](#) levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

Personal Financial Specialist (PFS) The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits,

pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

Item 3 Disciplinary Information

Mark W Archambo has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Mark W Archambo is also engaged in the following investment-related activities:

- Registered representative of a broker-dealer

Management personnel of Archambo Financial Advisors, Inc. are separately licensed as registered representatives of **Dominion Investor Services, Inc. (DOMI)**, an **affiliated broker-dealer**. These individuals, in their separate capacity, can effect securities transactions for which they will receive separate, yet customary compensation.

Archambo Financial Advisors, Inc. officers and applicable employees are registered with DOMI as licensed representatives through The Financial Industry Regulatory Authority (FINRA).

AFA utilizes DOMI to provide certain services under this contract. These services include but are not limited to performance reporting, administrative support, brokerage and transaction clearing, confirmation delivery and providing monthly or quarterly brokerage account statements. DOMI receives compensation for these services.

Mark Archambo, president of AFA, owns a minority interest in and is a director for AFA's prime broker, Dominion Investor Services, Inc. (DOMI) and its parent firm Dominion Financial Services, Inc. (DFS), spending approximately 2% of his time in this capacity. Mr. Archambo receives no special compensation for this activity but may be paid dividends or distributions by DOMI/DFS from their surplus earnings proportionate to his ownership interest. AFA has negotiated special securities transaction rates for advisory client accounts that are substantially lower than DOMI's full retail commission rates.

AFA will generally discourage the use of broker/dealers other than DOMI (where AFA IAR's are also RR's) to execute client trades. DOMI is an introducing broker/dealer who has established agreements with First Southwest Company (hereinafter called FSC), a member of FINRA and SIPC, to provide execution of orders and custody of client's cash and securities.

AFA believes the conflicts of interest in recommending DOMI/FSC as their preferred

broker/dealer arrangement is mitigated by improvement in transaction costs to the client, along with transaction speed, reliability, internal audit capability and general efficiency.

DOMI routinely monitors the quality of client trade executions to ensure clients are receiving the best available execution price among the competing stock exchanges and market-makers. Transaction costs paid to FSC and DOMI are fixed flat-rate fees for advisory accounts. A copy of the transactions cost schedule is provided to the client as part of the advisory contract. Profits or losses associated with managed account transaction fees are paid to and borne by DOMI not AFA or its IAR's (this includes their separate capacity as RR's of DOMI).

AFA believes that the transaction, FSC custody and clearing costs available through the DOMI/FSC arrangement have been and remain competitive. FSC is among the few outlets that provide access to several AFA preferred products (see disclosure under Item 8C(1)).

AFA has no "soft dollar" arrangements with FSC or DOMI to provide additional goods or services (such as security research or portfolio software) in exchange for direction of the client's brokerage account. The services used by AFA are available without reservation to all users of the FSC trading platform. As part of its fiduciary obligation to its clients, AFA will monitor transaction related costs to its client's accounts for reasonableness with prevailing market costs.

AFA is also engaged in a retail securities business for its non-advisory clients. AFA advisory personnel, in their capacity as registered representatives (RR) of DOMI place retail securities trades for non-advisory client accounts for usual and customary commission compensation.

AFA may utilize Russell Investment Management Company proprietary asset allocation model in conjunction with the Russell Investment Management Company (hereinafter called RIMCO) funds. RIMCO, from time to time, also provides other investment research.

Services provided to clients are based, in part, with services obtained by DOMI through a contract with RIMCO, a registered investment advisor with the Securities and Exchange Commission based in Seattle, Washington. RIMCO agrees to have its subsidiary, Russell Fund Distributors, Inc., a registered broker/dealer with FINRA, distribute shares of Russell Mutual Funds and other financial services products issued by entities advised by or administered by RIMCO. This contract allows AFA to offer to its clients, products offered or supervised by RIMCO (or its affiliates) subject to AFA's fiduciary obligations to its clients.

The DOMI/RIMCO contractual arrangement allows AFA clients to be invested in financial products which use sophisticated asset allocation and multi-manager/multi-style techniques generally not available to non-institutional clients of investment advisors. AFA will not receive commissions, fees or other compensation, either directly or indirectly, from RIMCO or any of its affiliated companies in connection with managed account clients. RIMCO will receive fees directly from the investment vehicle, depending on the products used.

While Archambo Financial Advisors, Inc. and these individuals endeavor at all times to put the interest of the clients first as part of our fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

Another investment adviser or financial planner

A member of our firm's management is separately licensed as an investment adviser representative of **Dominion Wealth Advisors, Inc.** (DWA). In that capacity, this individual provides advisory services through **DWA**. The advisory services delivered by **DWA** are distinct from those provided by our firm and are provided for separate compensation. **DWA's** advisory services may be recommended to our clients for whom it is appropriate. There are no referral fee arrangements between our firm and **DWA**. However, a conflict of interest is created by this arrangement to the extent that this individual recommends that a Archambo Financial Advisors, Inc. client open a **DWA** account through which this individual will receive additional compensation. No Archambo Financial Advisors, Inc. client is obligated to use **DWA** or its services. Clients choosing to implement Archambo Financial Advisors, Inc.'s recommendations through **DWA's** advisory services should refer to **DWA's** Firm Brochure or other disclosure document for details regarding that firm's services and fees.

As required, any affiliated investment advisers are specifically disclosed in Section 7.A. on Schedule D of Form ADV, Part 1. (Part 1 of our Form ADV can be accessed by following the directions provided on the Cover Page of this Firm Brochure.)

2. Mark W Archambo receives commissions, bonuses or other compensation on the sale of securities or other investment products.

Clients should be aware that the receipt of additional compensation by Archambo Financial Advisors, Inc. and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. Archambo Financial Advisors, Inc. endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- we disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- our firm's management conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly

addressed;

- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

As previously disclosed, we recommend the services of various registered investment advisers to its clients. In exchange for this recommendation, we receive a referral fee from the selected investment adviser. The fee received by us is typically a percentage of the fee charged by that investment adviser to the referred client. The portion of the advisory fee paid to us does not increase the total advisory fee paid to the selected investment adviser by the client. We do not charge the client any fees for these referrals. We will only recommend advisers that pay us a referral fee.

We are aware of the special considerations required under Rule 206(4)-3 of the Investment Advisers Act of 1940. As such, all appropriate disclosure shall be made and all applicable Federal and State laws will be observed.

B. Non Investment-Related Activities

Mark W. Archambo is also a partner in the accounting firm of **Archambo & Mueggenborg, P. C. , CPA'S**, (A&M) where he is an individually licensed and practicing Certified Public Accountant providing accounting services for separate and typical compensation.

A&M typically recommends Archambo Financial Advisors, Inc. to accounting clients in need of advisory services. Conversely, Archambo Financial Advisors, Inc. typically recommends **A&M** to advisory clients in need of accounting services. Accounting services provided by **A&M** are separate and distinct from our advisory services, and are provided for separate and typical compensation. There are no referral fee arrangements between our firms for these recommendations. No Archambo Financial Advisors, Inc. client is obligated to use **A&M** for any accounting services and conversely, no accounting client is obligated to use the advisory services provided by us. **A&M's** accounting services do not include the authority to sign checks or otherwise disburse funds on any of our advisory client's behalf.

Mark Archambo spends approximately 30-40% of his time in fulfilling his duties in the accounting practice.

Item 5 Additional Compensation

Mark W Archambo does not receive any economic benefit from a non-advisory client

for the provision of advisory services.

Item 6 Supervision

Supervisor: Shirley Crisler

Title: Compliance Officer, Dominion Investor Services, Inc.

Phone Number: 210-265-8050

All AFA representatives are supervised by Mark Archambo, registered principal of the firm. Regular meetings are held with the AFA representatives to discuss investment philosophies and firm policies. AFA representatives collaborate to discuss investment and financial planning strategies on a client by client basis. All client accounts and all transactions are reviewed by the principal to determine consistency with the clients' stated objectives and risk tolerance.