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Form ADV Part 2A – Firm Disclosure Brochure
March 27, 2012

This brochure provides information about the qualifications and business practices of IMS Financial Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at (713) 266 – 2993. 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 IMS Financial Advisors, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov.

IMS Financial Advisors, Inc. is an SEC registered investment adviser. This registration does not imply any level of skill or training.

Item 2: Material Changes

The United States Securities and Exchange Commission requires that we provide to all of our clients an annual summary of material changes made to the IMS Financial Advisors, Inc.'s Brochure. IMS Financial Advisors, Inc.'s Brochure has been updated with the following material changes that have occurred since the last annual update of March 31, 2011:

Item 4, Page 4, Advisory Business:

As of December 31, 2011 IMS Advisors manages approximately \$70,149,705 in assets under management. Approximately \$59,067,651 is managed on a discretionary basis and \$11,082,054 is managed on a non-discretionary basis.

Item 7, Page 6, Types of Clients:

- Pensions and Profit Sharing Plans

Item 8, Page 6, Methods of Analysis, Investment Strategies and Risk of Loss:

- Trading (securities sold within 30 days) - IMS Advisors may engage in frequent trading

To receive a complete copy of our Brochure at no charge, please visit our website at www.ims-securities.com or contact our Compliance Department at: 713-266-2993.

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Item 4: Advisory Business

IMS Financial Advisors, Inc. herein known as “IMS Advisors” is a corporate investment advisory firm registered with the Securities and Exchange Commission. The firm is headquartered and maintains its sole office in Houston, TX. IMS Advisors is solely owned by Jackie Wadsworth and has been in business since 1995.

IMS Advisors provides investment advice to individuals, trusts, estates and business organizations. IMS Advisors furnishes investment advisory services through wrap fee programs on a discretionary basis and non-discretionary basis. These services include selecting or recommending investments for client’s needs, risk tolerance and other assets and obligations of the client. The specific investment style chosen is based upon the goals, objectives, and individual needs of each client. When discretionary authority exists, the discretion includes the determination of the securities to be purchased and sold.

IMS Advisors also has advisory agreements with third-party money managers. IMS Advisors may recommend the use of third-party money managers to manage all or a portion of the assets. Such managers will also have limited discretionary trading authority. These third-party money managers’ relationships are intended to allow clients access to professional portfolio management that is normally available only to larger institutional investors.

In addition, IMS Advisors provides financial advisory services including general financial planning and investment planning. Clients will receive a financial plan based upon a client’s individual circumstances and may include components addressing client goals such as education, retirement, estate planning and disability.

IMS Advisors investment advisory services are offered for a percentage of assets under management, hourly charges or fixed fees (not including subscription fees), as described in more detail below.

As of December 31, 2011 IMS Advisors manages approximately \$70,149,705 in assets under management. Approximately \$59,067,651 is managed on a discretionary basis and \$11,082,054 is managed on a non-discretionary basis.

Item 5: Fees and Compensation

IMS Advisors investment advisory services are offered for a percentage of assets under management, hourly charges or fixed fees (not including subscription fees).

IMS Advisors is compensated with fees based on the quarter-end value of client’s account computed by an annual range fee of 0.0% to 3.00% of assets under management. Each Investment Advisor Representative under IMS Advisors has different fee schedules therefore annual fees vary.

As part of the investment advisory agreement, the client may choose to have fees payable quarterly, semi-annually or annually, in advance or in arrears. Clients may authorize the account custodian to debit the account for the amount of IMS Advisors’ investment advisory fee and to directly remit that management fee to IMS Advisors. In some cases, clients may be billed for fees incurred, and invoices are provided in those cases. All advisory fees are negotiable.

Hourly charges and fixed fees may be charged for some advisory services. The fees will be negotiated with the client and a contract will be executed stating the amount and nature of fees to be charged.

IMS Advisors fees are calculated by multiplying the assets under management by the relevant percent and dividing by the appropriate number based on billing frequency. Accounts opened in mid-quarter will be assessed at a pro-rated management fee based upon the number of calendar days in the calendar quarter that the Agreement goes into effect.

Client may terminate the investment advisory agreement, without penalty, within 5 business days after entering into the agreement. Thereafter, the agreement may be terminated by either party upon 30 days written notice. If fees are paid in advance, the client will be entitled to a pro rata refund of any pre-paid amount based upon the number of days remaining after termination.

Clients may pay other expenses in addition to the fee paid to IMS Advisors. For example, clients may pay costs such as commissions, custodial fees, wire fees, securities transaction fees and/or other fees unrelated to the fee collected by IMS Advisors. In addition, custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds as well as Rule 12b-1 fees and expenses.

Third Party Money Manager Program Fees

Under these agreements, the fee is paid to the third-party money managers and IMS Advisors will share in this fee. IMS will perform the due diligence review and executed agreements will be on file for these arrangements. With respect to this program, IMS Advisors assists the clients in defining the clients' investment objectives, selecting the investment advisors and periodically reviewing the investment advisors' performance. This advisory agreement will be disclosed by IMS Advisors at the time the service is provided to client. The client will receive IMS Advisors' Form ADV Part 2A - Firm Disclosure Brochure and the other advisory firms' disclosure document and the execution of the third-party money manager's contract and new account documents.

IMS has also entered into advisory agreements with other registered investment advisers, (the "sub-managers") to offer the money management and advisory services of the other adviser to its clients. Under these agreements, a portion of the fees paid will be shared between IMS Advisors and the sub-managers. IMS Advisors will perform the due diligence review and executed agreements will be on file for these arrangements. This advisory agreement will be disclosed by IMS Advisors at the time the service is provided to client. The client will receive IMS Advisors' Form ADV Part 2A - Firm Disclosure Brochure and the other advisory firms' disclosure document and the execution of the third-party money manager's contract and new account documents.

Financial Planning Fees

These services are generally billed at a fixed rate of \$250.00 - \$5,000.00 depending upon the nature and complexity of each client's individual circumstances. Rates will vary depending on a number of factors but the total fee to a client typically does not exceed an annual fee of \$5,000 for the particular service provided. The rate will be mutually agreed upon with the client at the inception of the advisory relationship. Half of the estimated fee may be due upon signing the advisory agreement, with the balance due upon presentation of the plan to the client. Future updates to the original plan may incur additional charges to the client.

Services can also be billed at an hourly rate as agreed upon with client which generally range from \$50.00 - \$250.00. A separate financial planning services contract is executed with each client using this service. Rates will vary depending on a number of factors but the total hourly fee to a client typically does not exceed \$250.00/hour for the particular service provided. The rate will be mutually agreed upon with the client at the inception of the advisory relationship. Half of the estimated fee may be due upon signing the advisory agreement, with the balance (based on actual hours) due upon presentation of the plan to the client.

A commission may be charged in cases where IMS facilitates a transaction on behalf of the client. This amount will be negotiated and a contract will be executed stating the agreed upon percentage.

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

IMS Advisors 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).

IMS Advisors does not do any side-by-side management.

Item 7: Types of Clients

IMS Advisors generally provides investment advice to a number of clients:

- Individuals, including high net worth individuals
- Trusts, estates, charitable organizations

- Pensions and Profit Sharing Plans
- Corporations and business entities.

IMS Advisors offers advice on the following:

- Equity securities (exchange-listed securities and securities traded over the counter)
- Corporate debt securities (other than commercial paper)
- Certificates of deposit
- Municipal securities
- Investment company securities (variable life insurance, variable annuity and mutual fund shares)
- United States government securities
- Securities option contracts
- Interests in partnerships (real estate, oil and gas interests)
- Direct participation programs and other alternative investments.

IMS Advisors does not impose a minimum dollar value of assets or other conditions for starting or maintaining an account. However investment advisor representatives of IMS Advisors with wrap fee programs and third party investment manager programs may impose a minimum account size. Account values are negotiable.

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

IMS Advisors security analysis methods include:

- Charting
- Fundamental
- Technical and
- Cyclical.

The main sources of information used by IMS Advisors include:

- Financial newspapers and magazines
- Inspections of corporate activities
- Research materials prepared by others
- Corporate rating services
- Annual reports
- Prospectuses
- Filings with the Securities and Exchange Commission and
- Company press releases.

The investment strategies used to implement any investment advice given to clients include:

- Long term purchases (securities held at least a year)
- Short term purchases (securities sold within a year)
- Trading (securities sold within 30 days) - IMS may engage in frequent trading
- Short sales and
- Option writing, including covered options, uncovered options or spreading strategies.

All investments carry the risk of loss and there is no guarantee that any investment strategy will meet its objective. These risks include market risk, interest rate risk, issuer risk, and economic risks, therefore, client should be prepared to bear the risk of loss.

Item 9: Disciplinary Information

IMS Advisors has no legal or disciplinary events to report.

Item 10: Other Financial Industry Activities and Affiliations

IMS Advisors maintains a relationship with IMS Securities, Inc., a related broker/dealer under common ownership and control which is registered with various state jurisdictions, and is a member of the Financial Industry Regulatory Authority ("FINRA"), the Municipal Securities Rulemaking Board ("MSRB") and the Securities Investor Protection Corporation ("SIPC").

IMS Advisors maintains an arrangement with IMS Securities, Inc. whereby IMS Securities, Inc. clears securities transactions on a fully disclosed basis through Pershing LLC and Southwest Securities, Inc. as an introducing broker-dealer.

In addition, IMS Advisors is affiliated with IMS Insurance Agency, Inc. IMS Insurance Agency, Inc. is an insurance agency in which certain associated persons of IMS Advisors are licensed insurance brokers and as such do on occasion sell insurance products to advisory clients. IMS Insurance Agency, Inc. responsibilities include the choosing of insurance companies to represent, licensing of both the corporation and its agents, and supervision of the agents.

Investment Advisor Representatives of IMS Advisors may serve as General Partner for limited partnerships where some investors are clients of IMS Securities, Inc.

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

The Code of Ethics is based on the principle that IMS Advisors and each of its employees owe a fiduciary duty to its clients and a duty to comply with federal and state securities laws and all other applicable laws. The Code of Ethics includes provisions regarding standards of business conduct, prohibitions, reporting of personal securities transactions and holdings, reporting of code violations and the furnishing and acknowledging certification of the firm's code of ethics.

IMS Securities, Inc., as broker-dealer, may be used to execute portfolio transactions for IMS Advisors investment advisory clients. These transactions will be conducted subject to proper, and customary disclosure, including (but not limited to) compensation received by IMS Securities, Inc. and/or its registered representatives. Compensation will be received by IMS Securities, Inc., as a broker-dealer, and/or its registered representatives when portfolio transactions are effected on behalf of IMS Advisors investment advisory clients, and therefore, IMS Securities, Inc. may receive compensation as a result of acting in one or both capacities.

IMS Advisors, from time to time, may effect agency cross transactions for an investment advisory client. With respect to agency transactions, IMS Securities, Inc. may act as a broker-dealer for both buyer and the seller of a security, where both parties are investment advisory clients. It is the policy of IMS Advisors to conduct such transactions consistent with IMS Advisors duties to its clients and after prior approval has been obtained from the client as required.

With respect to those accounts which IMS Advisors manages directly, no security may be bought or sold by a principal or employee or associated person of IMS Advisors before IMS Advisors clients' accounts have had the opportunity to make such transactions as appropriate. All IMS Advisors trades made by employees or associated persons who make recommendations or participate in the determination of which recommendation shall be made will be reviewed by a principal of the firm. Principals and employees will not receive a more favorable execution price on a particular day than those received by IMS Advisors investment advisory clients.

To prevent conflicts of interest, all employees and associated persons of IMS Advisors must comply with the firm's Written Supervisory Procedures ("WSP"), which imposes restrictions on the purchase or sale of securities for their own accounts and the accounts of certain affiliated persons. The WSP require reporting on all personal securities transactions, except transactions in investment company securities and/or other exempt transactions. Further, such WSP impose certain policies and procedures concerning the misuse of material non-public information that are designed to prevent insider trading by any officer, partner, or associated person of IMS Advisors.

Despite the above, IMS Advisors and/or its members, employees or associated persons may purchase for themselves similar or different securities as are purchased or recommended for investment advisory clients of IMS Advisors. Also different securities or transactions may be affected or recommended for different investment advisory clients of IMS Advisors. We believe that the policies and procedures contained in our Code of Ethics and Written Supervisory Manual are effective in reinforcing our commitment to put client interest ahead of our own trading and in all other activities.

A copy of the entire IMS Advisors' Code of Ethics is available upon request.

Item 12: Brokerage Practices

IMS Advisors may place orders for the execution of transactions with or through a broker/dealer as IMS Advisors may select, and complying with Section 28(e) of the Securities Exchange Act of 1934, may pay a commission on transactions in excess of the amount of commission another broker or dealer would have charged, unless client instructs IMS Advisors otherwise.

Clients are requested to specify brokerage firms through which transactions are to be executed. In those instances when clients have no preference, IMS Advisors may suggest one or more. IMS Advisors will select such brokers that can effect transactions at the best price and execution under the prevailing circumstances. Selection is also based upon client service requirements, and commissions are negotiated at levels which are appropriate for the level of service. Where execution is the only service provided, the cost is negotiated on a "cents per share" basis which will vary depending on the size and complexity of the trade.

Purchase and sale of specific securities by employees of IMS Advisors are prohibited when there are client programs active in those securities. Executions for clients will always receive priority. Individual securities are selected to provide diversification among economic sectors and industries which are chosen to achieve the desired balance between expected risk and expected return. Transactions of an unusual nature are discussed with clients before execution.

On occasion, trades may be done with brokers who are selected on the basis of research products or services. These may be used for the benefit of all clients and are not necessarily used exclusively by the account for which the transaction was made. The types of products and services include written and oral reports concerning current or prospective portfolio holdings, economic interpretations, and portfolio strategy.

In managing investment portfolios, IMS Advisors acts in a manner in keeping with what it understands and believes to be the best interests of the client.

Item 13: Review of Accounts

A representative of IMS Advisors reviews the client accounts, and compares investments to insure that the accounts are:

- (i) Suitable to the client's investment objectives
- (ii) Meets the client's quality standards and
- (iii) Ensures that the investment objectives are still pertinent to the managed account arrangement.

In addition, at the inception of each account, the Client Account Record Form, Suitability Information and Acknowledgement Form and any documentation required by the client's investment platform is thoroughly reviewed by a registered principal.

Reviews are performed periodically on at least an annual basis. All third party managed accounts and wrap fee programs are reviewed per the outside managers' schedule and by a representative of IMS Advisors.

Item 14: Client Referrals and Other Compensation

IMS Advisors does not directly or indirectly compensate any person for client referrals.

IMS Advisors may receive services such as research reports, trading software, portfolio management tools, etc. as part of doing business with clearing firms or with other investment advisors. These services are not in any way dependent on the fees/commissions generated or dollars invested through these relationships. Affiliates of IMS Advisors may also receive marketing and/or due diligence fees from other advisors.

Item 15: Custody

IMS Advisors does not maintain direct custody or possession of any client's funds or securities. IMS Advisors only has authority to deduct fees directly from the client's accounts. For this reason only, IMS Advisors is deemed to have custody of funds.

Clients are sent account statements directly from the custodians at least quarterly. If additional statements are sent by IMS Advisors, clients are urged to carefully compare the account statements received from the custodian with those they receive from IMS Advisors.

Item 16: Investment Discretion

IMS Advisors accepts discretionary authority to manage the assets in the client's account. Prior to assuming discretionary authority, an Investment Advisory agreement is signed by the client. This agreement gives IMS Advisors as agent and attorney-in-fact, the discretionary authority, without prior consultation with the client, to:

- Buy, sell, exchange, convert, and otherwise trade in stocks, bonds and other securities including money market instruments
- Direct the amount of securities purchased, sold, exchanged, and otherwise traded
- Place orders for the execution of such securities transactions with IMS Securities, Inc. or with any other broker/dealer and
- Determine the commission rates paid.

Clients should be aware that IMS Advisors may make different recommendations and effect different trades with respect to the same securities and insurance to different advisory clients. Commissions and execution of securities transactions not covered by IMS Advisors may not be better than the commissions or execution available if the client used another brokerage firm.

IMS Advisors will supervise and direct the investments of client accounts subject to such limitations imposed by the client in writing.

Item 17: Voting Client Securities

It is the general policy of IMS Advisors to not take any action or render any advice in reference to the voting of proxies for those securities held in all client accounts. Proxy voting remains the right of the client.

Item 18: Financial Information

IMS Advisors 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.