



Gregory B. Maxwell, JD, MS, CFP®

280 N. 200 W. Suite 260, Bountiful, UT 84010

Amicus Financial Advisors, LLC

1661 Broadway, Lubbock, TX 79401

806-698-1122

April 24, 2012

This Brochure Supplement provides information about Gregory B. Maxwell that supplements the Amicus Financial Advisors, LLC Brochure. You should have received a copy of that Brochure. Please contact our Managing Partner, Larry Peterson if you did not receive Amicus Financial Advisors, LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information Gregory B. Maxwell is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Gregory B. Maxwell, JD, MS, CFP®

Born 1976

Education:

Brigham Young University – BA in Political Science 2000

Texas Tech University School of Law – JD 2003

Texas Tech University – MS in Personal Financial Planning 2003

Business Background for the previous five years

Amicus Financial Advisors, LLC – Partner, Investment Advisor 1/2005 – Present

Amicus Consulting Group, LLP – Partner 1/2004 – 8/2010

Tombs, Maxwell, LLP – Partner, Attorney 3/2010 - Present

Certifications

Attorney at Law

Awarded 2006

Mr. Maxwell is an Attorney Licensed in Utah

Prerequisites Required:

Completing law school at an accredited university

Passing a comprehensive bar exam

Agreeing to abide by a code of ethical conduct

Certified Financial Planner™ (CFP®)

Awarded 2006

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas

- include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
 - Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
 - Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3- 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 each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Mr. Maxwell serves as a partner in the law firm of Tombs Maxwell, LLP which is a Utah-based Limited Liability Partnership with offices located at 1661 Broadway in Lubbock, Texas and 280 N. 200 W. in Bountiful, Utah. This law firm was established in November of 2009. It is not investment-related, focusing primarily in the areas of estate planning, tax planning, settlement planning, special needs lien resolution and probate. Mr. Maxwell practices law less than 40 hours each month with less than half of those hours occurring during securities trading hours. You are under no obligation, contractually or otherwise to retain Tombs Maxwell, LLP for your legal needs.

Mr. Maxwell is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the

commissions earned by Mr. Maxwell for insurance related activities. This may present a conflict of interest because Mr. Maxwell may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, Amicus advisors only sell Term and Fixed Insurance products and you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 5- Additional Compensation

Mr. Maxwell does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Investment Advisor Representative of Amicus Financial Advisors, LLC.

Item 6 - Supervision

Mr. Maxwell is supervised by the Chief Compliance Officer Larry Peterson, MS, CFP®. Mr. Peterson conducts periodic review of client accounts and communications. Mr. Peterson can be contacted at 801-938-1226.