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FORM ADV PART 2B

Brochure Supplement for

Cordell L. Almond

May 25, 2012

This brochure supplement provides information about Cordell L. Almond that supplements the Seidman Private Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Victoria K. Serles at 800-785-9340, or vserles@seidmanpa.com if you did not receive the Seidman Private Advisors brochure or if you have any questions about the contents of this supplement.

Additional information about Cordell Almond is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Cordell L. Almond, born in 1954, is a registered representative with Seidman Private Advisors, LLC. Cordell's formal education after high school includes three years of Biblical training at Prairie Bible Institute, after which he graduated from the University of Montana with a B.A. in Accounting. Cordell also completed the first year of law school at the University of Puget Sound Law School.

Since 2009, Cordell has been a Partner in Hersman Serles Almond, PLLC, a local accounting firm based in Kirkland, Washington. Hersman Serles Almond, PLLC is a wholly owned subsidiary of HSA Holdings, LLC, of which Cordell is also a Partner. Seidman Private Advisors, LLC is also a wholly owned subsidiary of HSA Holdings, LLC. From 2001 to 2009, Cordell was a Partner, and is currently a Retired Partner, in BDO Seidman, LLP, the fifth largest accounting firm in the world. From 1990 to 2001, Cordell was a Partner in Hersman Serles, P.S., a local accounting firm.

Cordell is a Certified Public Accountant and as a condition to maintaining this license has numerous years of continuing professional education. Cordell has taught and been a student of continuing professional education courses covering law, accounting, insurance, estates and trusts, taxation, wealth management and personal financial planning.

Item 3 Disciplinary Information

Cordell has not been subject to any legal or disciplinary actions or proceedings.

Item 4 Other Business Activities

Seidman Insurance Consultants, LLC ("SIC") is a wholly owned subsidiary of HSA Holdings, LLC, of which Cordell is a partner. SIC is a general insurance agency and is appointed as a corporate agent of New York Life Insurance Company. SIC is paid on shares

commissions under a memorandum of understanding with New York Life.

Cordell is licensed to sell insurance and investment products offered by New York Life and its wholly owned subsidiaries, and share in the commissions from such sales. Insurance recommendations made in financial plans may be limited to only those products offered through New York Life. This could present a potential conflict of interest and might give Cordell an incentive to recommend products based on the compensation received, rather than on the client's need. However, a client is free to implement some or all of the insurance recommendations through Cordell or through another financial institution of the client's choice. Also Cordell has the freedom to recommend an insurance product from another carrier that offers greater benefits or is priced more competitively than the New York Life product.

Item 5 Additional Compensation

Cordell does not receive additional compensation from persons or organizations that are not clients.

Item 6 Supervision

Victoria K. Serles is the President of Seidman Private Advisors and is responsible for supervising Cordell's advisory activities. Victoria can be reached at 800-785-9340, or vserles@seidmanpa.com. Cordell and other registered representatives at Seidman Private Advisors meet at least weekly to cover investment advisory, administrative and compliance issues. Also Seidman's President reviews clients' portfolios at least annually, and more frequently if major economic developments dictate.

Item 7 Requirements for State-Registered Advisers

Mr. Almond has never been the subject of a bankruptcy petition nor has he ever been involved in any of the following events:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.