



COUTURE FINANCIAL, INC.

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Phillip Quinn Couture

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FORM ADV PART 2B BROCHURE SUPPLEMENT

This brochure supplement provides information about Phillip Quinn Couture that supplements the Couture Financial, Inc. brochure. You should have received a copy of that brochure. Please contact our office if you did not receive Couture Financial's brochure or if you have any questions about the contents of this supplement.

Additional information about Phillip Quinn Couture is available on the SEC's website at www.adviserinfo.sec.gov.

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Educational Background and Business Experience

Form ADV Part 2B, Item 2

Phil Couture is the principal owner of Couture Financial. His formal education and background includes:

Year of Birth: 1946

Formal Education after High School:

- Clayton University, Bachelors Science, Finance, 1989
- El Camino College, Undergraduate Studies, Finance, 1966 – 1970
- Harbor College, Undergraduate Studies, Finance, 1968 – 1969

Business Background for the Previous Five Years:

- Couture Financial, Owner/President, 06/1977 – Present
- Calton and Associates, Registered Representative, 01/2009 – Present
- Sigma Financial Corporation, Registered Representative, 02/1995 – 12/2008

Associations and Memberships:

- Financial Planning Association of the Suncoast, Treasurer, 01/2000 - Present
 - The Financial Planning Association (FPA®) is the largest membership organization for personal financial planning experts in the U.S. and includes professionals from all backgrounds and business models.
- National Association of Active Investment Managers, Member, 03/1998 - Present
 - The National Association of Active Investment Managers or NAAIM was formed in 1989 as a non-profit association of registered investment advisors who provide active money management services to their clients, in order to produce favorable risk-adjusted returns as an alternative to more passive, buy and hold strategies.

Certifications:

- College of Financial Planning, Certified Financial Planner, CFP®
 - 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.
- Series 7, General Securities Representative
 - Administered by the Financial Industry Regulatory Authority, 250 multiple choice questions - administered in two parts of 125 questions each; 3 hours testing time for each part. This registration qualifies a candidate for the solicitation, purchase, and/or sale of all securities products, including corporate securities, municipal securities, municipal fund securities, options, direct participation programs, investment company products, and variable contracts.
- Series 24, General Securities Principal
 - Administered by the Financial Industry Regulatory Authority, 150 multiple choice questions; 3 hours and 30 minutes testing time. This examination qualifies individuals required to register as general securities principals in order to manage or supervise the member's investment banking or securities business for corporate securities, direct participation programs, and investment company products/variable contracts.
- Series 27, Financial and Operations Principal
 - Administered by the Financial Industry Regulatory Authority, 145 multiple choice questions; 3 hours and 30 minutes testing time. The Series 27 is designed to test a candidate's knowledge and understanding of financial responsibility rules and recordkeeping requirements.
- Series 63, Uniform Securities Agent State Law Examination
 - Administered by the Financial Industry Regulatory Authority, 60 multiple choice questions; 1 hour and 15 minutes testing time. The Series 63 is designed to qualify candidates as securities agents. The examination covers the principles of state securities regulation reflected in the Uniform Securities Act.
- Life, Disability & Variable Annuity Insurance License
 - Administered by the Florida Department of Financial Services, completion of 40 hours of approved insurance course for life, health and variable annuity insurance along with 100 multiple choice questions; 2 hours testing time. This insurance license is designed to qualify an individual representing an insurer as to life insurance and annuity contracts, including agents appointed to transact life insurance, fixed-dollar annuity contracts, or variable contracts by the same insurer. Annuity contracts, including, but not limited to, fixed or variable annuity contracts; the granting of endowment benefits, additional benefits in event of death or dismemberment by accident or accidental means, additional benefits in event of the insured's disability; and optional modes of settlement of proceeds of life insurance.

Former Notable Accolades:

- Instructor of Money Management and Financial Planning classes at Orange Coast, Irvine Valley and Chapman Colleges in CA.
- Instructor of Investment Evaluation - Sierra University, CA.
- Member of Advisory Board for Chapman College Financial Planner Certification Program
- Vice President of Continuing Education for Sarasota chapter of International Association for Financial Planning.

Mr. Couture has completed countless hours of continuing education to maintain his certifications and licenses.



Disciplinary Information

Form ADV Part 2B, Item 3

Because of his overall focus toward ethical practices both professionally and personally, Mr. Couture has never been subject or found liable in any arbitration, civil, self-regulatory organization or administrative proceeding involving any of the following:

- an investment or an investment-related business or activity;
- fraud, false statement(s), or omissions;
- theft, embezzlement, or other wrongful taking of property;
- bribery, forgery, counterfeiting, or extortion; or
- dishonest, unfair, or unethical practices.

Other Business Activities

Form ADV Part 2B, Item 4

Mr. Couture is a registered representative with Calton and Associates, a securities broker-dealer, and a member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation. In this capacity, Mr. Couture may recommend securities or variable insurance products as part of your investment portfolio. At times, Phillip Couture may receive 12B1 fees from mutual funds that pay these fees. The receipt of commissions or 12B1 fees may give Mr. Couture an incentive to recommend investment or insurance products based on the compensation received, rather than on your investment needs. Please refer to the Fees and Compensation section of Couture Financial, Inc. firm brochure (ADV Part 2A) for additional disclosures for this topic.

Phillip Couture is also separately licensed as an independent insurance agent and can effect transactions in insurance products for clients and receive a commission for these activities. The fees received for investment advisory are separate and distinct from the compensation received for securities and/or insurance related activities.

As described earlier, Mr. Couture serves in various executive positions for a variety of organizations. Phillip Couture is not compensated for these activities which account for less than ten percent of his time.

Additional Compensation

Form ADV Part 2B, Item 5

Mr. Couture does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as President of Couture Financial.

Supervision

Form ADV Part 2B, Item 6

Phillip Couture is Chief Compliance Officer, President and principal owner of Couture Financial. His investment advisory business is self monitored with the assistance of Lance Couture who is minority shareholder of Couture Financial. Phillip Couture's FINRA registration is monitored by Calton & Associates.



Requirements for State-Registered Advisers

Form ADV Part 2B, Item 7

Phillip Couture does not have any arbitration claims, has not been found liable in a civil, self-regulatory organization proceeding or administrative proceeding involving any of the following:

- an investment or an investment-related business or activity;
- fraud, false statement(s), or omissions;
- theft, embezzlement, or other wrongful taking of property;
- bribery, forgery, counterfeiting, or extortion; or
- dishonest, unfair, or unethical practices.

Due to circumstances relating to overall economic conditions that ultimately contributed to an unforeseen reduction in revenue, Mr. Couture, through careful fiscal planning, decided to reduce personal debt by initiating a chapter 13 filing on February 26, 2010 of which was completed on November 15, 2010. The result of this filing had no effect on his exceptional business practice, associations and membership in organizations, or certifications.