

Item 1 – Cover Page

Holifield Huntley Financial Advisers

146 Second St. N, Suite 105

St. Petersburg, FL 33701

727-823-3801

www.holifieldhuntley.com

January 15, 2012

This Brochure provides information about the qualifications and business practices of Holifield Huntley Financial Advisers. If you have any questions about the contents of this Brochure, please contact us at 727-823-3801. 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.

Holifield Huntley Financial Advisers is a Registered Investment Adviser. Registration of an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information with which you determine to hire or retain an adviser.

Additional information about Holifield Huntley Financial Advisers is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

Pursuant to new SEC rules, we have submitted the paperwork to be registered as an Investment Adviser in the state of Florida. Holifield Huntley Financial Advisers will be dually registered with the SEC and the state of Florida until March 31, 2012 at which time we will withdraw our SEC registration. We have added the “Item 19 - Requirements for State Registered Advisers” and updated the “Item 4 - Advisory Business Introduction” sections to reflect our new registration status.

Our last Annual Update was October 31, 2011.

This Item will always discuss only specific material changes that are made to the brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

We will ensure that you receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our business’ fiscal year which is October 31st. We may further provide other ongoing disclosure information about material changes as necessary.

We will further provide you with a new brochure as necessary based on changes or new information, at any time, without charge.

Currently, our brochure may be requested by contacting Rhonda Holifield, president, at 727-823-3801 or rhondaholifield@gmail.com. Our brochure is also available on our web site (www.holifieldhuntley.com) free of charge.

Additional information about Holifield Huntley Financial Advisers is available via the SEC’s web site www.adviserinfo.sec.gov. The SEC’s web site also provides information about any persons affiliated with Holifield Huntley Financial Advisers who are registered, or are required to be registered, as investment adviser representatives of Holifield Huntley Financial Advisers.

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Item 4 – Advisory Business

Holifield Huntley Financial Advisers (the “Adviser”) is the operating name for Holifield Financial Advisory Services Inc., which is wholly owned by Rhonda K. Holifield. The Adviser has been in business since September 1, 2008, and manages approximately \$45-million for clients on a nondiscretionary basis as of December 31, 2011. The Adviser does not manage any funds on a discretionary basis.

The Adviser provides financial planning, consulting and investment management services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and business entities. As part of its financial planning services, the Adviser gathers information regarding clients’ goals, financial concerns and financial status. This may include but is not limited to securing information regarding assets and liabilities, investments, income taxes, insurance policies and estate planning documents. In performing its services, the Adviser shall not be required to verify any information received from the client or from the client's other professionals (e.g., attorney, accountant, etc.) and is expressly authorized to rely on such information. The Adviser may make recommendations regarding many aspects of the clients’ financial lives. The Adviser may recommend the services of itself and/or other professionals to implement its recommendations. Clients are advised that a conflict of interest exists if the Adviser recommends its own services. The client is under no obligation to act upon any of the recommendations made by the Adviser under a financial planning/consulting engagement and/or engage the services of any such recommended professional, including the Adviser itself. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any of the Adviser's recommendations. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify the Adviser if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing, evaluating or revising the Adviser's previous recommendations and/or services. Consulting services may be limited to one or two areas of a client’s financial concerns rather than providing comprehensive advice. The concerns to be addressed are part of the consulting agreement signed before the engagement.

The Adviser primarily recommends and allocates its clients’ investment management assets on a non-discretionary basis among mutual funds, exchange traded funds (ETFs) and individual debt securities in accordance with the investment objectives of each client. The Adviser also may advise clients on and recommend other securities, including individual equities, warrants, variable life insurance and annuities, partnership investments and separately managed accounts of independent investment managers.

The services the Adviser provides a particular client are determined through discussion with the client and are specified in the agreement signed before the engagement. These services may vary with the life stage, investment goals, income needs and/or risk tolerance expressed by the client. For example, one client may want assistance with cash flow management and college planning while another may request an investment consulting agreement. Clients may impose restrictions on investing in certain types of securities and or in specific individual securities. Clients are free to accept or reject investment recommendations. The Adviser may only implement its investment management recommendations after the client has arranged for and furnished the Adviser with all information and authorization

regarding accounts with appropriate financial institutions. Financial institutions shall include, but are not limited to, Charles Schwab & Co., Inc., (*Schwab*), any other broker-dealer recommended by the Adviser, broker-dealer directed by the client, trust companies, banks etc. (collectively referred to herein as the "*Financial Institution(s)*").

The Adviser does not participate in wrap fee programs.

The Adviser manages approximately \$45-million for about 48 clients on a nondiscretionary basis as of December 31, 2011. The client does not manage any funds on a discretionary basis.

Item 5 – Fees and Compensation

Depending upon the engagement, the Adviser offers its services on a fee basis which may include hourly and/or fixed fees as well as fees based upon assets under management. Prior to engaging the Adviser to provide any of the foregoing investment advisory services, the client will be required to enter into one or more written agreements with the Adviser setting forth the terms and conditions under which the Adviser shall render its services (collectively the "*Agreement*").

The Adviser may provide its clients with a broad range of comprehensive financial planning and consulting services (which may include non-investment related matters). The Adviser will charge a fixed fee and/or hourly fee for these services. The Adviser's financial planning and consulting fees are negotiable, but generally range from \$500 to \$15,000 on a fixed fee basis and/or from \$200 to \$1,000 on an hourly rate basis, depending upon the level and scope of the services and the professional rendering the financial planning and/or the consulting services. If the client engages the Adviser for additional investment advisory services, the Adviser may offset all or a portion of the financial planning fees based upon the amount paid for the investment management or consulting services.

In the event the client determines to engage the Adviser to provide non-discretionary investment management services, the Adviser shall do so on a fee basis. If engaged, the Adviser shall charge an annual fee based upon a percentage of the market value of the assets being managed by the Adviser. The annual fee is a percentage of assets of up to 1.00%. It may be less than 1.00%, and is negotiable, depending upon the market value of the assets under management and the type of investment management services to be rendered. As a condition for starting and maintaining a relationship, the Adviser shall generally impose a minimum quarterly fee of \$500.

Prior to engaging the Adviser to provide financial planning and/or consulting services, the client will generally be required to enter into a written agreement with the Adviser setting forth the terms and conditions of the engagement and describing the scope of the services to be provided and the portion of the fee that is due from the client prior to the Adviser commencing services. Generally, the Adviser requires one-half of the financial planning/consulting fee (estimated hourly or fixed) payable upon entering the written agreement. The balance is generally due upon delivery of the financial plan or completion of the agreed upon services. Either party may terminate the agreement by written notice to the other. In the event the client terminates the Adviser's financial planning and/or consulting services, the balance of the Adviser's unearned fees (if any) shall be refunded to the client. If termination occurs

within five business days of entering into an agreement for such services the client shall be entitled to a full refund.

The investment management fee is charged quarterly in advance and is calculated on a prorated basis for periods of less than one quarter. The initial fee for a new investment management client shall be based on the amount of assets to be managed initially. Subsequent fees shall be based upon the average month-end balance of the client's assets in the preceding three (3) months. The Adviser's *Agreement* and/or the separate agreement with the *Financial Institution(s)* may authorize the Adviser through the *Financial Institution(s)* to debit the client's account for the amount of the Adviser's fee and to directly remit that management fee to the Adviser in accordance with applicable custody rules. The *Financial Institution(s)* recommended by the Adviser have agreed to send a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid directly to the Adviser.

Clients may choose instead to pay by check upon receipt of an invoice.

Clients may incur certain charges imposed by the Financial Institution(s) and other third parties such as fees charged by Independent Managers, custodial fees, charges imposed directly by a mutual fund or exchange traded fund in the account, which shall be disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Additionally, clients may incur brokerage commissions and transaction fees. Such charges, fees and commissions are exclusive of and in addition to the Adviser's fee, and the Adviser shall not receive any portion of these commissions, fees and costs.

Investment management fees must be paid in advance on a quarterly basis. Management fees shall not be prorated for each capital contribution and withdrawal made during the applicable calendar quarter. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

The Adviser and its supervised persons do not accept compensation for the sale of securities or other investment products.

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

The Adviser does not charge any performance-based fees (fees based upon a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

The Adviser provides portfolio management services to individuals, high net worth individuals, corporate pension and profit-sharing plans, Taft-Hartley plans, trusts, estates, charitable institutions, foundations, endowments, and other U.S. and international institutions.

There is no minimum account size. However, the minimum quarterly fee of \$500 may have the effect of making the Adviser's service impractical for some clients, particularly those with portfolios less than \$200,000 under the Adviser's management. The Adviser, in its sole discretion, may waive its minimum annual fee based upon certain criteria including but not limited to anticipated future earning capacity, anticipated future additional assets, related accounts, account composition, pre-existing client, account retention, and *pro bono* activities.

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

Holifield Huntley Financial Advisers reviews economic conditions, various fundamental factors and technical trends, as well as the client's goals and time horizon in formulating investment advice and managing assets. Economic conditions such as market interest rates may be considered in determining allocations among various types of investments. In recommending funds for individual portfolios, the Adviser may consider factors such as expense ratios, dividend yields, price volatility and performance relative to peers. The Adviser may review annual reports, research provided by others, financial newspapers and magazines, credit ratings and company documents in the selection of individual investments. Technical factors such as price trends may be used to determine points for buying or selling a security. The Adviser does not employ short-term trading strategies (selling securities in 30 days or less.)

Investing in securities involves risk of loss that clients should be prepared to bear. These risks take multiple forms, some of which will be discussed here. Stock market risk is the risk that stock market prices overall will decline. Interest rate risk is the risk that bond prices overall will decline because of rising interest rate. Income risk is the risk that a fund's income will decline because of falling interest or dividend rates. Company specific risk is the risk that a particular company or other issuer will not perform as well as its peers and its stock or bonds will decline in value. Investment style risk is the risk that particular sectors or asset classes chosen for investment will not perform as well as others. Index funds have index sampling risk, which is the risk that the performance of the securities selected for the fund will not match the performance of the target index.

Item 9 – 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 Holifield Huntley Financial Advisers or the integrity of its management. Holifield Huntley Financial Advisers has no information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

The firm does not an application pending to register as a broker-dealer and no one associated with the firm is a registered representative of a broker-dealer.

The firm is not registered as and does not have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

We do not have any relationship or arrangement that is material to our advisory business or to our clients including. We do not have a relationship or arrangement with:

- broker-dealer, municipal securities dealer, or government securities dealer or broker
- investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or “hedge fund,” and offshore fund)
- other investment adviser or financial planner
- futures commission merchant, commodity pool operator, or commodity trading advisor
- banking or thrift institution
- accountant or accounting firm
- lawyer or law firm
- insurance company or agency
- pension consultant
- real estate broker or dealer
- sponsor or syndicator of limited partnerships.

Item 11 – Code of Ethics

The Adviser has adopted a code of ethics that sets forth the standards of conduct expected of its associated persons and requires compliance with applicable securities laws (“*Code of Ethics*”). In accordance with Section 204A of the Advisers Act, its *Code of Ethics* contains written policies reasonably designed to prevent the unlawful use of material non-public information by the Adviser or any of its associated persons. The *Code of Ethics* also requires that certain of the Adviser’s personnel (called “*Access Persons*”) report their personal securities holdings and transactions and obtain pre-approval of certain investments such as initial public offerings and limited offerings. Clients may contact the Adviser to request a copy of its *Code of Ethics*.

The Adviser and persons associated with the Adviser (“*Associated Persons*”) are permitted to buy or sell securities that it also recommends to clients consistent with the Adviser’s policies and procedures. However, unless specifically permitted in the Adviser’s *Code of Ethics*, none of the Adviser’s *Access Persons* may effect for themselves or for their immediate family (i.e., spouse, minor children, and adults living in the same household as the *Access Person*) any transactions in a security which is being actively purchased or sold, or is being considered for purchase or sale, on behalf of any of the Adviser’s clients.

When the Adviser is purchasing or considering for purchase any security on behalf of a client, no *Access Person* may effect a transaction in that security prior to the completion of the purchase or until a decision has been made not to purchase such security. Similarly, when the Adviser is selling or considering the sale of any security on behalf of a client, no *Access Person* may effect a transaction in that security prior to the completion of the sale or until a decision has been made not to sell such security. These requirements are not applicable to: (i) direct obligations of the Government of the United States; (ii) money market instruments, bankers' acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments, including repurchase agreements; (iii) shares issued by mutual funds or money market funds; and (iv) shares issued by unit investment trusts that are invested exclusively in one or more mutual funds.

Item 12 – Brokerage Practices

When recommending any broker-dealer to clients, the Adviser considers a number of factors including the broker-dealer's financial strength, reputation, execution, pricing, research and service. The commissions paid by the Adviser's clients shall comply with the Adviser's duty to obtain "best execution." However, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where the Adviser determines, in good faith, that the commission is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including among others, the value of research provided, execution capability, commission rates, and responsiveness. Consistent with the foregoing, while the Adviser will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client transactions.

If the client requests the Adviser to arrange for the execution of securities brokerage transactions for the client's account, the Adviser shall direct such transactions through broker-dealers that the Adviser reasonably believes will provide best execution. Transactions may be cleared through other broker-dealers with whom the Adviser and the *Financial Institution(s)* have entered into agreements for prime brokerage clearing services. The Adviser shall periodically and systematically review its policies and procedures regarding recommending broker-dealers to its client in light of its duty to obtain best execution.

Consistent with obtaining best execution, brokerage transactions may be directed to certain broker-dealers in return for investment research products and/or services which assist the Adviser in its investment decision-making process. Such research generally will be used to service all of the Adviser's clients, but brokerage commissions paid by one client may be used to pay for research that is not used in managing that client's portfolio. Clients might pay higher brokerage commissions (or markup or markdowns) if the Adviser determines that the broker-dealer's services and/or investment products benefit the firm and/or its clients despite the additional cost. The receipt of investment research products and/or services as well as the allocation of the benefit of such investment research products and/or services poses a conflict of interest.

Adviser shall generally recommend that clients utilize the brokerage and clearing services of *Schwab* for investment management accounts. The Adviser may receive from *Schwab*, without cost to the Adviser, computer software and related systems support, which allow the Adviser to better monitor client accounts maintained at *Schwab*. The Adviser may receive the software and related support without cost because the Adviser renders investment management services to clients that maintain assets at *Schwab*. The software and related systems support may benefit the Adviser, but not its clients directly. In fulfilling its duties to its clients, the Adviser endeavors at all times to put the interests of its clients first. Clients should be aware; however, that the Adviser's receipt of economic benefits from a broker-dealer creates a conflict of interest since these benefits may influence the Adviser's choice of broker-dealer over another broker-dealer that does not furnish similar software, systems support, or services. Additionally, the Adviser may receive the following benefits from *Schwab* through its Schwab Institutional division: receipt of duplicate client confirmations and bundled duplicate statements; access to a trading desk that exclusively services the Schwab Institutional participants; access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts; and access to an electronic communication network for client order entry and account information. *Schwab* also enables the Adviser to obtain many mutual funds without transaction charges and other securities at nominal transaction charges.

The client may direct the Adviser in writing to use a particular broker-dealer to execute some or all transactions for the client. In that case, the client will negotiate terms and arrangements for the account with that broker-dealer, and the Adviser will not seek better execution services or prices from other broker-dealers or be able to "batch" client transactions for execution through other broker-dealers with orders for other accounts managed by the Adviser (as described below). As a result, the client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. Subject to its duty of best execution, the Adviser may decline a client's request to direct brokerage if, in the Adviser's sole discretion, such directed brokerage arrangements would result in additional operational difficulties.

Transactions for each client generally will be effected independently, unless the Adviser decides to purchase or sell the same securities for several clients at approximately the same time. The Adviser may (but is not obligated to) combine or "batch" such orders to obtain best execution, to negotiate more favorable commission rates, or to allocate equitably among the Adviser's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will generally be averaged as to price and allocated among the Adviser's clients pro rata to the purchase and sale orders placed for each client on any given day. To the extent that the Adviser determines to aggregate client orders for the purchase or sale of securities, including securities in which the Adviser's *Advisory Affiliate(s)* may invest, the Adviser shall generally do so in accordance with applicable rules promulgated under the Advisers Act and no-action guidance provided by the staff of the U.S. Securities and Exchange Commission. The Adviser shall not receive any additional compensation or remuneration as a result of the aggregation. In the event that the Adviser determines that a prorated allocation is not appropriate under the particular circumstances, the allocation will be made based upon other relevant factors, which may include: (i) when only a small

percentage of the order is executed, shares may be allocated to the account with the smallest order or the smallest position or to an account that is out of line with respect to security or sector weightings relative to other portfolios, with similar mandates; (ii) allocations may be given to one account when one account has limitations in its investment guidelines which prohibit it from purchasing other securities which are expected to produce similar investment results and can be purchased by other accounts; (iii) if an account reaches an investment guideline limit and cannot participate in an allocation, shares may be reallocated to other accounts (this may be due to unforeseen changes in an account's assets after an order is placed); (iv) with respect to sale allocations, allocations may be given to accounts low in cash; (v) in cases when a pro rata allocation of a potential execution would result in a *de minimis* allocation in one or more accounts, the Adviser may exclude the account(s) from the allocation; the transactions may be executed on a pro rata basis among the remaining accounts; or (vi) in cases where a small proportion of an order is executed in all accounts, shares may be allocated to one or more accounts on a random basis.

The Adviser does not receive client referrals from Schwab or other broker-dealers.

Item 13 – Review of Accounts

For those clients to whom the Adviser provides investment management services, the Adviser monitors those portfolios as part of an ongoing process while regular account reviews are conducted on at least a quarterly basis. For those clients to whom the Adviser provides financial planning and/or consulting services, reviews are conducted on an “as needed” basis. Such reviews are conducted by one of the Adviser's investment adviser representatives.

All investment advisory clients are encouraged to discuss their needs, goals, and objectives with the Adviser and to keep the Adviser informed of any changes thereto. The Adviser shall contact ongoing investment advisory clients at least annually to review its previous services and/or recommendations and to discuss the impact resulting from any changes in the client's financial situation and/or investment objectives.

Unless otherwise agreed upon, clients are provided with transaction confirmation notices and regular summary account statements directly from the broker-dealer or custodian for the client accounts. Those clients to whom the Adviser provides investment advisory services will also receive a report from the Adviser that may include such relevant account and/or market-related information such as an inventory of account holdings and account performance from time to time. Those clients to whom the Adviser provides financial planning and/or consulting services will receive reports from the Adviser summarizing its analysis and conclusions as requested by the client or otherwise agreed to in writing by the Adviser.

Item 14 – Client Referrals and Other Compensation

The Adviser does not pay for client referrals, nor does it receive any compensation for referring clients to others.

Item 15 – Custody

Clients should receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains clients' investment assets. Clients should carefully review those statements. Holifield Huntley Financial Advisers urges asset management clients to compare those statements to the quarterly statements of portfolio performance they receive from the Adviser.

Item 16 – Investment Discretion

The Adviser does not accept discretionary authority over their clients' accounts.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, the Adviser does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. The Adviser may provide advice to clients regarding the clients' voting of proxies.

Item 18 – Financial Information

The Adviser 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.

Item 19 – Requirements for State-Registered Advisers

Holifield Huntley Financial Advisers is wholly owned and managed by Rhonda Karen Holifield, CFP®. Rhonda is the owner, President, and Chief Compliance Officer. There is one other adviser of the firm; she is Helen Louise Huntley. Please refer to the individual Brochure Supplements, which are included at the end of this Brochure, for more information on these individuals.

Brochure Supplement (Part 2B of Form ADV) Rhonda K. Holifield

Item 1- Cover Page

Rhonda K. Holifield

Holifield Huntley Financial Advisers

146 2nd St. N, Ste 105

St. Petersburg, FL 33701

727-823-3801

October 7, 2011

This Brochure Supplement provides information about Rhonda K. Holifield that supplements the Holifield Huntley Financial Advisers Brochure. You should have received a copy of that Brochure. Please contact Rhonda Holifield if you did not receive the Holifield Huntley Brochure or if you have any questions about the contents of this supplement.

Additional information about Rhonda K. Holifield is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Rhonda Karen Holifield

Born 1963

Post-Secondary Education

University of Southern Mississippi, 1985 – BA, Journalism; Minor, Economics

Louisiana State University, 1988 – MFA, English/Creative Writing

Florida Institute of Technology, 1998 – Certificate in Financial Planning

CERTIFIED FINANCIAL PLANNER™ certification, 2002

Recent Business Background

Holifield Huntley Financial Advisers President/CCO, September 2008 to present

Florida Financial Advisors, Inc. Financial Adviser/Investment Adviser Representative, February 1999 to August 2008

Designations

CERTIFIED FINANCIAL PLANNER™

Minimum Designation Requirements

CERTIFIED FINANCIAL PLANNER™ (CFP®)

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:

Prerequisites/Experience: Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year)

Educational Requirements: 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 Type: 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

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/Experience Requirements: 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

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

Rhonda K. Holifield does not participate in any outside business activities.

Item 5- Additional Compensation

There is no additional compensation awarded Rhonda K. Holifield for providing advisory services, such as sales awards or prizes.

Item 6 - Supervision

Holifield Huntley Financial Advisers has adopted and implemented a written compliance program and Code of Ethics. All advisers are required to adhere to these procedures. Rhonda K. Holifield is responsible for the firm's supervisory activities. She may be reached at 727-823-3801.

Item 7- Requirements for State-Registered Advisers

Rhonda K. Holifield has no reportable events to disclose here.

Performance Fees

The Adviser does not charge a performance-based fee (fees based on a share of capital gains on, or capital appreciation of, the assets of a client) for our normal asset management accounts.

Other Relationships

Neither the firm nor Rhonda K. Holifield has any relationship with any issuer of securities.

Brochure Supplement (Part 2B of Form ADV) Helen L. Huntley

Item 1- Cover Page

Helen L. Huntley

Holifield Huntley Financial Advisers

146 2nd St. N, Ste 105

St. Petersburg, FL 33701

727-823-3801

October 7, 2011

This Brochure Supplement provides information about Helen Huntley that supplements the Holifield Huntley Financial Advisers Brochure. You should have received a copy of that Brochure. Please contact Helen Huntley if you did not receive the Holifield Huntley Brochure or if you have any questions about the contents of this supplement.

Additional information about Helen L. Huntley is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Helen Louise Huntley

Born 1949

Post-Secondary Education

St. Petersburg College, 1968 -- AA

University of Florida, 1970 -- BS, Journalism

University of South Florida, 1978 -- MA, Political Science

Florida Institute of Technology, 1998 -- Certificate in Financial Planning

CERTIFIED FINANCIAL PLANNER™ certification, 2011

Recent Business Background

Holifield Huntley Financial Advisers Financial Adviser, September 2008 to present

Times Publishing Co. Journalist, *St. Petersburg Times* Financial Writer and Personal
Finance Editor, December 1970 to August 2008

1999 to August 2008

Designations

CERTIFIED FINANCIAL PLANNER™

Minimum Designation Requirements

CERTIFIED FINANCIAL PLANNER™ (CFP®)

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:

Prerequisites/Experience: Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year)

Educational Requirements: 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 Type: 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

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/Experience Requirements: 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

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

Helen L. Huntley has conducted Freelance research and writing activities from May 2008 to present. She has also provided legal consulting on securities matters from May 2010 to present.

Item 5- Additional Compensation

There is no additional compensation awarded Helen L. Huntley for providing advisory services, such as sales awards or prizes.

Item 6 - Supervision

Holifield Huntley Financial Advisers has adopted and implemented a written compliance program and Code of Ethics. All advisers are required to adhere to these procedures. Rhonda K. Holifield is responsible for the firm's supervisory activities. She may be reached at 727-823-3801.

Item 7- Requirements for State-Registered Advisers

Helen L. Huntley has no reportable events to disclose here.

Performance Fees

The Adviser does not charge a performance-based fee (fees based on a share of capital gains on, or capital appreciation of, the assets of a client) for our normal asset management accounts.

Other Relationships

Neither the firm nor Helen L. Huntley has any relationship with any issuer of securities.