

ADV PART 2B SUPPLEMENTAL BROCHURE

STRATEGIC FINANCIAL PARTNERS, LTD
121 SW MORRISON STREET
SUITE 1550
PORTLAND, OR 97204
503-242-9047
WWW.ADVISORYFIRM.COM

DATED: MARCH 2012

EDWARD W. SAGER
121 SW MORRISON STREET
SUITE 1525
PORTLAND, OR 97204
503-244-8767

This brochure supplement provides information about the above named professional that supplements the Strategic Financial Partners, Ltd (SFP) brochure. You should have received a copy of that brochure. Please contact us by email at carroll@advisoryfirm.com if you did not receive SFP's brochure or if you have any questions about the contents of this supplement.

Additional information about the above named professional is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Edward W. Sager Investment Advisor Representative (IAR)

Year of Birth: 1951

Education: Portland State University, B.S. Business Administration, 1978

Professional Designations: Certified Public Accountant (CPA), 1983

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA, and successful passage of the Uniform CPA Examination. IN order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's Code of Professional Conduct within their state accountancy laws or have created their own.

Personal Financial Specialist (PFS), 2009

The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's Code of Professional Conduct, and is encouraged to follow AICPA's Statement on Responsibilities in Financial Planning Practice. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

Business Background: 2009 – Present, SFP, IAR

2004 – Present, LPL Financial, LLC (LPL), Registered Representative

Item 3 – Disciplinary Information

Mr. Sager has no reportable disciplinary action history.

Item 4 – Other Business Activity

Investment Related Activities

As previously disclosed Mr. Sager is also a registered representative of LPL, a broker-dealer and registered investment adviser unaffiliated with SFP through common ownership or control. There are no referral arrangements between SFP and LPL. No SFP client is obligated to use the advisory services of LPL, as no LPL advisory client is obligated to use the advisory services of SFP.

As this affiliation with LPL may present potential conflicts of interest, SFP has established written policies and procedures for insider trading that prohibit Mr. Sager, and any other member, officer or employee of SFP, from buying, selling or recommending the securities of companies bought, sold or recommended by SFP where the decision is substantially derived, in whole or in part, by reason of access to the recommendations of SFP to its clients.

Mr. Sager is also an insurance agent for various insurance companies. Advisory recommendations of SFP will typically include, as appropriate, specific recommendations for insurance products offered by these companies. As such, Mr. Sager will be able to receive separate, yet customary commission compensation resulting from implementing insurance product transactions on behalf of advisory clients.

Non Investment Related Activities

Mr. Sager is engaged as a Certified Public Accountant. That activity is separate from his role as an IAR for advisory clients. Mr. Sager does not have any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5 – Additional Compensation

Mr. Sager does not receive any additional compensation to report.

Item 6 – Supervision

Grant Carroll is responsible for all supervision and monitoring of investment advice offered to clients by Mr. Sager. Mr. Carroll can be reached at 503-467-7832. Mr. Carroll reviews all employee personal securities transactions on a quarterly basis, oversees all material compliance responsibilities, and conducts periodic testing to ensure that client objectives and mandates are being met.

Item 7 – Requirements for State Registered Advisers

Mr. Sager has no reportable disciplinary action history.