

Item 1 – Cover Page

Jordan Financial LLC

610 Vallevista Ave.

Pittsburgh, PA 15234

412-343-4964

May 23, 2012

This Brochure provides information about the qualifications and business practices of Jordan Financial LLC. If you have any questions about the contents of this Brochure, please contact us at 412-343-4964. 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.

Jordan Financial 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 about which you determine to hire or retain an Adviser.

Additional information about Jordan Financial LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated December 1, 2010 is a new document prepared according to the SEC’s new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will 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.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. 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 Russell Jordan, Vice President at 412-343-4964 or russandmj@yahoo.com.

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

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Item 4 – Advisory Business

Jordan Financial LLC was founded on March 3, 2010.

Jordan Financial LLC is a fee based investment advisory firm. Jordan Financial provides comprehensive portfolio analysis and makes specific securities recommendations based on individual client needs and expectations. The securities recommended to clients include domestic and international equities, mutual funds, exchange traded funds, bonds, and options. A variety of factors are considered before making any recommendations to clients. These factors include the client's age, risk tolerance, income needs, and retirement expectations. All recommendations are reviewed with the client prior to executing any trades.

The principle owners of Jordan Financial LLC are:

Russell R. Jordan, Vice President, 50% owner

Rustin R. Jordan, Vice President, 50% owner

Item 5 – Fees and Compensation

JORDAN FINANCIAL LLC FEE SCHEDULE

Effective April 1, 2010 fees will be as follows:

.75% on the first \$3,000,000

.50% on the next \$3,000,000

.35% on the next \$3,000,000

All fees are negotiable.

Fees will be billed on a monthly basis. The fee is calculated based on the closing market values on the last trading day of the said month. Fees will be automatically deducted from the clients account with their permission. Clients can request to receive a monthly bill if they prefer. Jordan Financial LLC will send the client a written invoice before deducting any fees from the client's account.

The Agent or Custodian generally has the discretion to determine, without specific client consent, the Broker or Dealer to be used and the commission rate to be paid.

All fees are subject to negotiation.

The specific manner in which fees are charged by Jordan Financial is established in a client's written agreement with Jordan Financial. Jordan Financial will generally bill its fees on a monthly basis. Clients may also elect to be billed directly for fees or to authorize

Jordan Financial to directly debit fees from client accounts. Accounts initiated or terminated during a calendar month 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.

Jordan Financial's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, 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. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to Jordan Financial's fee, and Jordan Financial shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Jordan Financial considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

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

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

Item 7 – Types of Clients

Jordan Financial provides portfolio management services to individuals and high net worth individuals.

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

Jordan Financial uses several methods of securities analysis. Jordan Financial's security analysis methods include charting, fundamental analysis, technical analysis, and cyclical analysis. The main sources of information Jordan Financial uses includes financial newspapers and magazines, inspections of corporate activities, corporate ratings services, annual reports, prospectuses, filings with the SEC, and company reports.

The primary source of research comes from Value Line publishing. Value Line provides independent research of domestic and some international equities. Factors considered by Value Line include an equities timeliness, safety, and technical position. All of these items are carefully considered when making any recommendations of equities. Additionally, Jordan Financial uses sources such as the Wall Street Journal, The Investor's Business Daily, and a variety of online publications for additional market insight.

The investment strategies used to implement any investment advice given to clients include, long term positions, short term positions, and covered option writing.

Investing in securities involves risk of loss that clients should be prepared to bear.

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 Jordan Financial or the integrity of Jordan Financial's management. In 2010 Rustin Jordan of Jordan Financial was fined by the state of Florida for not properly disclosing a residency change and continuing to provide investment advice.

Item 10 – Other Financial Industry Activities and Affiliations

Jordan Financial LLC is not engaged in any other business other than giving investment advice. Jordan Financial LLC does not sell any products or services other than investment advice to clients.

Jordan Financial LLC is not registered as a securities broker-dealer, as a futures commission merchant, as a commodity pool operator, or as a commodity trading advisor.

Jordan Financial LLC does not have any arrangements that are material to its investment advisory business or its clients with any related persons.

Item 11 – Code of Ethics

Jordan Financial LLC has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Jordan Financial LLC must acknowledge the terms of the Code of Ethics annually, or as amended.

Jordan Financial LLC anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which Jordan Financial has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which Jordan Financial, its affiliates and/or clients, directly or indirectly, have a position of interest. Jordan Financial's employees and persons associated with Jordan Financial are required to follow Jordan Financial's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of Jordan Financial and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for Jordan Financial's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Jordan Financial will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of Jordan Financial's clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a

possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Jordan Financial and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with Jordan Financial's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. Jordan Financial will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

Jordan Financial's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Russell R. Jordan.

It is Jordan Financial's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. Jordan Financial will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

Item 12 – Brokerage Practices

Jordan Financial considers several factors when selecting or recommending a broker-dealer for clients. These factors include the reasonableness of trade commissions, the ability to get the best execution possible, the quality of client relations, and the availability of information to both Jordan Financial and clients (e.g., the website and statements).

Clients of Jordan Financial LLC participate with Charles Schwab & Co. Inc. or PNC Bank. Clients of Charles Schwab have full access to their accounts online and have the ability to

place their own trades online. Clients of PNC also have the ability to access their accounts online but do not have the ability to place trades online. The client must contact Jordan Financial or PNC by phone before placing any trades. The commission charge at Charles Schwab is \$8.95 per online equity orders. The PNC commission charge is \$.05 per share for equity orders. Clients of Charles Schwab have access to Schwab's in house research and PNC clients have access to PNC's in house research.

It is Jordan Financial's policy to not engage in any soft dollar benefit programs.

Item 13 – Review of Accounts

Portfolios are reviewed regularly. Daily reviews are triggered by cash balances reflecting contributions or withdrawals from the accounts. In addition, reviews are conducted quarterly to determine if asset allocation changes are needed. Reviews of each proposed new client's investment objectives are conducted and a determination is made of whether applicant's investment strategy as selected by the client could reasonably be expected to meet such client's objectives. Account Reviewers: Russell Jordan, Vice President, and Rustin Jordan, Vice President. Both reviewers contribute to the reviews of all accounts.

Clients are provided with the following reports annually and on an as needed basis:

1. List of securities held.
2. Ratings of securities from Value Line and other independent sources.
3. Performance data such as cost basis and current yield.

Managers also review assets allocation at least monthly. The clients age and net worth, the portion of client's investment portfolio to be managed in either an equity or balanced manner, the client's stated objectives, risk tolerance and restrictions. In addition, random reviews of client's objectives and financial data to determine if updated information is needed.

Item 14 – Client Referrals and Other Compensation

Jordan Financial does not have any arrangements where it receives cash or any other economic benefit from a non client in connection with giving advice to clients.

Jordan Financial does not directly or indirectly compensate any person for client referrals.

Item 15 – Custody

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. Jordan Financial urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16 – Investment Discretion

Jordan Financial does not have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, the amount of securities to be bought or sold, the broker dealer to be used, or the commission rates paid.

Item 17 – Voting *Client* Securities

Clients may obtain a copy of Jordan Financial's complete proxy voting policies and procedures upon request. Clients may also obtain information from Jordan Financial about how Jordan Financial voted any proxies on behalf of their account(s).

Item 18 – Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about Jordan Financial's financial condition. Jordan Financial 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

A. Principal executive officers and management persons.

Russell R. Jordan, Vice President, 50% owner

Rustin R. Jordan, Vice President, 50% owner

Please view supplemental information for Russell R. Jordan and Rustin R. Jordan provided in Form ADV Part 2.

- B. Russell Jordan and Rustin Jordan of Jordan Financial LLC are not engaged in any other business activities other than providing investment advice.
- C. Russell Jordan and Rustin Jordan are not compensated for advisory services with performance based fees.
- D. In 2010 Rustin Jordan of Jordan Financial was fined by the state of Florida for not properly disclosing a residency change and continuing to provide investment advice.
- E. Jordan Financial LLC and its managing members have no relationships or agreements with any issuers of securities that are not listed in item 10.C of Part 2A.