

Item 1: Cover Page for Part 2B of Form ADV: Brochure Supplement

February 2013

Shelby Hill

CRD# 4137605

FIRM CRD # 163362

DAVINCI FINANCIAL DESIGNS LLC dba DAVINCI FINANCIAL DESIGNS

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(803) 741-0134

This brochure supplement provides information about James Agostini that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Agostini if you did not receive DaVinci Financial Designs' brochure or if you have any questions about the contents of this supplement.

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

Item 2. Educational Background and Business Experience

Shelby Hill

Born in 1952

Educational Background:

- 1982: Rollins College – Bachelor of Science in Business

Business Background:

- 05/2012 – Present DaVinci Financial Designs, LLC, Investment Adviser
- 05/2012 – Present LPL Financial; Registered Representative
- 08/2009 – 05/2012 First Command Financial Planning; Financial Adviser
- 06/2009 – 08/2009 Unemployed
- 03/2006 – 06/2009 FPC of Columbia; Executive Recruiter
- 11/2004 – 03/2006 Self Employed; Insurance Sales
- 02/2002 – 11/2004 Genworth Financial; Insurance Sales

Licenses, Exams & Other Professional Designations

- SC Insurance License
- 2009: Series 6, Series 63 & Series 65
- 2011: Series 26

Item 3. Disciplinary Information

There are no legal or disciplinary events material to your evaluation of Shelby Hill, we are required to disclose all material facts regarding those events.

Item 4. Other Business Activities

Shelby Hill is a registered representative of LPL Financial (“LPL”), member FINRA/SIPC. He may accept compensation for the sale of securities or other investment products, including distribution or service (“trail”) fees from the sale of mutual funds. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

Shelby Hill, in his individual capacities, is also licensed insurance agent with various insurance companies, and in such capacity, may recommend, on a fully disclosed commission basis, the purchase of certain insurance products. While our firm does not sell such insurance products to our investment advisory clients, we permit Shelby Hill, in his individual capacity as a licensed insurance agent, to sell insurance products to our investment advisory clients. A conflict of interest exists to the extent that our firm recommends the purchase of insurance products where Shelby Hill receives insurance commissions or other additional compensation.

Item 5. Additional Compensation

Shelby Hill may receive from LPL or a mutual fund company, without cost and/or at a discount support services and/or products, to assist us to better monitor and service client accounts maintained at such institutions. Included within the support services, he may receive investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by him to assist him in his investment advisory activities. Our clients do not pay more for investment transactions effected and/or assets maintained at LPL as result of this arrangement. There is no commitment made by him to LPL or any other institution as a result of the above arrangement.

Item 6. Supervision

Jim Agostini is a principal of DaVinci Financial Designs and as such supervises and monitors Shelby Hill's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Agostini if you have any questions about Shelby Hill's brochure supplement at (803) 741-0134.