



**BROCHURE SUPPLEMENT**

**FORM ADV, PART 2B**

**SHELBY HILL**

**CRD# 4137605**

**DAVINCI FINANCIAL DESIGNS, LLC dba DAVINCI FINANCIAL DESIGNS**

**3200 DEVINE STREET, SUITE 200  
COLUMBIA, SC 29205**

**803-741-0134**

**[www.davincifinancialdesigns.com](http://www.davincifinancialdesigns.com)**

**FIRM CRD: 163362**

**JAMES S. AGOSTINI, CHIEF COMPLIANCE OFFICER**

**April 11, 2013**

This brochure supplement provides information about Shelby Hill that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Hill 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. Hill is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**PLEASE RETAIN THIS BROCHURE FOR YOUR RECORDS**

# **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 and Other Professional Designations**

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

## **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.

## **Other Business Activities**

Shelby Hill is a registered representative of LPL Financial, member FINRA/SIPC and an agent for various insurance companies. As such, the advisor is paid separate, yet customary commissions from LPL Financial, third party investment management companies, issuing insurance company when you implement a recommendation to purchase a security investment or an insurance product. You, however, are not under any obligation to engage your advisor when considering implementing any recommendation to purchase a security or insurance. Implementing any or all of your advisor's recommendations is solely at your discretion.

You should be aware that when he receives compensation from other companies, it creates a conflict of interest that may impair the objectivity of the advisor when making advisory recommendations. DaVinci Financial Designs endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to you the existence of all material conflicts of interest, including the potential for our firm and advisors be compensated from advisory clients in addition to our firm's advisory fees;
- we disclose to you that you are not obligated to implement your advisor's recommendations by purchases recommended investment and/or insurance products through our advisors;
- we collect, maintain and document accurate, complete and relevant client background information, including your financial goals, objectives and risk tolerance;
- our firm's management conducts regular reviews of each client account to verify that all recommendations made to you are suitable to your needs and circumstances;
- we require that our advisors seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm;
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to you.

We refer you to the following sections of our Firm Brochure for more detailed information regarding our affiliations with certain parties: "Third Party Money Managers" under "About Our Services" and "Fees."

### **Additional Compensation**

Shelby Hill is paid by sponsoring mutual fund companies for providing advisory services to benefit employers and employee at no fee for our services and we receive advisory fees from third party money managers to whom we refer clients. Both of these circumstances are described in greater detail under "About Our Services" In our Firm Brochure.

Shelby Hill may also be compensated by LPL Financial, our broker-dealer, in different ways, for example, payments based on production, reimbursements of fees we pay to LPL Financial for items such as administrative services, and other things of value such as free or reduced-costs marketing materials, payments in connection with the transition of an advisor's association from another investment advisor and/or broker dealer to us and LPL Financial, or attendance at LPL conferences and events. These payments are typically received by advisors based on the advisors overall production and/or on the amount of assets serviced by LPL as broker dealer. As a result of this compensation, our advisors may have a financial incentive to recommend some services or programs to you.

Shelby Hill may benefit when LPL Financial or a mutual fund company, without cost and/or at a discount, provides us support services and/or products, to assist us to better monitor and service client accounts maintained at such institutions. Included within the support services we may receive

investment-related research, pricing information and market data, computer hardware and/or software and other technology to assist us in our investment advisory business operations, compliance and/or practice management-related publications, consulting services, attendance at conferences, meetings, and other educational and/or social events, marketing support.

You do not pay more for investment transactions effected and/or assets maintained at LPL Financial as a result of these arrangements. There is no commitment made by us to LPL Financial or any other institution as a result of the above arrangement.

### **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.

### **Requirements for State-Registered Advisers**

Mr. Hill has no information to disclose.