

**Item 1: Cover Page for Part 2B of Form ADV:
Brochure Supplement
September 2013**

Sean Kenmore

**Affinity Capital Advisors LLC
2600 10th Street, Suite 424
Berkeley, CA 94710**

**Firm Contact:
Sean Kenmore
Chief Compliance Officer**

**Firm Website Address:
www.insightwmgmt.com**

This brochure supplement provides information about Sean Kenmore that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Kenmore if you did not receive Affinity Capital Advisors LLC's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background & Business Experience

Sean M. Kenmore

Year of Birth: 1982

Educational Background:

- 2005: California State University, Long Beach; Bachelor's in Communication

Business Background:

- 05/2013 – Present Affinity Capital Advisors LLC; Chief Compliance Officer & Investment Advisor
- 05/2013 – Present Purshe Kaplan Sterling Investments, Inc.; Registered Representative
- 06/2009 – 05/2013 Morgan Stanley, Financial Advisor
- 09/2008 – 06/2009 Edward Jones; Financial Advisor
- 11/2007 – 09/2008 Hattar Motorsports; Sales
- 11/2007 – 09/2008 Ridge Mortgage; Loan Officer
- 09/2005 – 11/2007 Marshall Reddick Realty; Senior Accounting Associate

Exams, Licenses & Other Professional Designations:

- 2008: Series 7 & Series 66 Exams
- 2009: CA Insurance
- 2007: CA Real Estate Broker's License
- 2011: CERTIFIED FINANCIAL PLANNER™ (CFP®)

CFP® - CERTIFIED FINANCIAL PLANNER™:

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:

- Education – 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 – 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;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- 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 – 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; and
- 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

There are no legal or disciplinary events material to the evaluation of Sean Kenmore.

Item 4: Other Business Activities

A. If Sean Kenmore is actively engaged in any investment-related business or occupation, including if Sean Kenmore is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Sean Kenmore’s other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Mr. Kenmore is a licensed insurance agent. He may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an 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.

Mr. Kenmore is a licensed real estate broker. As a result, he may receive customary fees associated with real estate transactions. These services are independent of Affinity Capital Advisors LLC’s advisory services and are governed under a separate engagement agreement. Clients are under no obligation to utilize this service and will not be actively solicited.

2. If Sean Kenmore receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Sean Kenmore receives. We must explain that this practice gives Sean Kenmore an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Kenmore is a registered representative of Purshe Kaplan Sterling Investments, Inc, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation they may earn and may not necessarily be in the best interests of the client.

- B. If Sean Kenmore is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Sean Kenmore's income or involve a substantial amount of Sean Kenmore's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Sean Kenmore's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

Item 5: Additional Compensation

If someone who is not a client provides an economic benefit to Sean Kenmore for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Sean Kenmore's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

Item 6: Supervision

We are required to explain how we supervise Sean Kenmore, including how we monitor the advice Sean Kenmore provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Sean Kenmore's advisory activities on behalf of our firm.

Karsten Hazelett, Managing Member of Affinity Capital Advisors LLC, supervises and monitors Mr. Kenmore's activities on a regular basis. Mr. Hazelett reviews all outgoing correspondence for written financial advice that Mr. Kenmore provides to his clients. Please contact Mr. Hazelett if you have any questions about Mr. Kenmore's brochure supplement at 510-984-0261.

Item 7: Requirements for State-Registered Advisers

A. In addition to the events listed in Item 3 of Part 2B, if Sean Kenmore has been involved in one of the events listed below, we disclose all material facts regarding the event.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

B. If Sean Kenmore has been the subject of a bankruptcy petition, we must disclose that fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.