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## **Item 1-Firm Brochure (Part 2A of Form ADV)**

# **Marin Financial Advisors, LLC**

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This brochure provides information about the qualifications and business practices of Marin Financial Advisors, LLC hereinafter (“the Adviser”). If you have any questions about the contents of this brochure, please contact us at: (415) 925-1212, or by email at: dave@marinfa.com . 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. Additional information about the Adviser is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

Effective Date: 3/23/14

## **Item – 2 Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

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### **Material Changes since the Last Update**

This is the annual updating amendment of Form ADV Part 2A and 2B. The material changes in this brochure are the updating of assets under management and the addition of a new investment service, Fix My 401k with service description and fee schedule, amend account minimums, fee billing and the outside activities of Dave Shore.

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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (415) 925-1212 or by email at: [dave@marinfo.com](mailto:dave@marinfo.com).

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## **Item 4-Advisory Business**

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### **Firm Description**

Marin Financial Advisors, LLC, hereinafter (“the Adviser”) was founded in 2005 and is an SEC registered investment adviser. The firm was started as a sole proprietorship of David Shore in 1988. Tim joined in March of 2003 and became a partner when the LLC was formed in 2005.

The Adviser provides personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. In many cases, the financial planning is part of the investment advisory services. Financial planning generally advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning and insurance.

Investment advice is provided, with the Adviser making the final decision on investment and brokerage selection under a limited power of attorney. The client always maintains asset control as their accounts are held by a qualified custodian. The Adviser does not take custody of or act as a custodian of client assets.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Any conflicts of interest arising out of the Adviser or its associated persons are disclosed in this brochure.

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### **Principal Owners**

David Shore is a 50% stockholder. Timothy Harrington is a 50% stockholder.

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### **Types of Advisory Services**

The Adviser provides investment advice and management to individually managed accounts. The Adviser holds a limited power of attorney to act on a discretionary basis with respect to these accounts however there are By All Accounts clients where the Adviser provides advice on a non-discretionary basis. Client assets are deposited in a brokerage firm, usually Charles Schwab & Co., custodian account. Accounts are managed according to an Investment Policy Statement that is developed between the Advisor and its clients. Most accounts are primarily comprised of mutual funds, Exchange Traded Funds (“ETFs”) and some select securities although the Advisor generally has the latitude to use a number of different security types to achieve client goals.

The Adviser also provides financial planning services in which associated persons of the Adviser meet with clients to learn about their financial circumstances and identify their financial goals, objectives, and risk tolerance. Based on these meetings, the Adviser makes appropriate financial planning recommendations. As part of a comprehensive financial plan, the Adviser will often advise clients on matters of life and, debt management, tax planning, estate planning, insurance review, and other related topics, but does not provide accounting or legal advice. These services are provided at the client’s request. The Adviser may offer to help client implement recommendations, but client is under no obligation to accept any of the recommendations of the Adviser or purchase securities or insurance products through the Adviser or its associated persons.

The Adviser's compensation for these services is negotiated with the client on a case-by-case basis and the agreements may be terminated by either party with written notice. The Adviser believes that its fees are competitive with fees charged by other investment advisers for comparable services but these services may be available for lower fees than those that the Adviser charges.

The Adviser engages in an investment Advisory business and manages more than one account. Therefore, there may be conflicts of interest over Adviser's time devoted to managing any one account and the allocation of investment opportunities among all accounts that it manages. Adviser attempts to resolve all such conflicts in a manner that is generally fair to all of its clients. Adviser may give advice and take action with respect to any of its clients that differs from the advice that it gives or the timing or nature of the action that it takes with respect to another client so long as it is Adviser's policy, to the extent practicable, is to allocate investment opportunities to its clients over time on a fair and equitable basis.

#### Fix My 401(k)

The Adviser provides investment advice (Plan Level) under the dba Fix My 401(k). The Adviser shall provide research and analysis with regard to investment advice and fiduciary due diligence services for the Client. The Adviser shall also provide research and analysis that covers the investment products of several qualified and non-qualified retirement plan providers. The goal of the investment due diligence process is to establish a logical, technical, and comprehensive process that is consistently employed in the selection and ongoing monitoring of funds for plan sponsors and individuals, accompanied by an investment policy statement (for plan sponsors only), that defines the process utilized to recommend the investments to plan sponsors and individuals.

The Employer (Client of the Advisor), sponsors a qualified (or nonqualified) Retirement Plan for the benefit of its employees. The Plan is a qualified or non-qualified employee benefit plan intended to comply with all applicable federal laws and regulations, including the Internal Revenue Code of 1986, as amended, and the Employee Retirement Income Security Act of 1974 (ERISA), as amended, if applicable.

The Adviser may employ many different calculations, processes, and screening techniques to arrive at specific recommended individual investments within the array of investments offered by each investment provider that is being analyzed including but not limited to the following:

- Investment analysis by asset class (domestic equity, international equity, income, hybrid/managed accounts), including market capitalization (small, medium, and large), and investment objective (value, blend, and growth orientation);
- Performance relative to other investments in the same asset class;
- Investment performance relative to benchmark performance for the same asset class;
- Style-based analysis to determine the impact of an investment being managed differently than its
- stated investment objective (which is usually a combination of the stated market capitalization category, and investment objective category);

- Common objective risk and return statistical measurements, such as Sharpe ratio, standard deviation, alpha, and beta;
- Common statistically relevant manager value measurements such as information ratio and tracking error;

As of December 31, 2013 the Adviser manages approximately \$318,880,000 in assets for approximately 203 clients on a discretionary basis and \$13,907,000 in assets for approximately 12 clients on a non-discretionary basis.

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### **Tailored Relationships**

The goals and objectives for each client are documented in our client relationship management system. Investment policy statements are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

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### **Assignment of Investment Management Agreements**

Agreements may not be assigned without client consent.

### **Types of Agreements**

The following agreements define the typical client relationships.

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#### **Financial Planning Agreement**

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

The financial planning service provided does not require that the client use or purchase the investment Advisory services offered by the Adviser or any of the insurance products or other products and services offered by the associated persons of the Adviser. There is an inherent conflict of interest for the Adviser whenever a financial plan recommends use of professional investment management services or the purchase of insurance products or other financial products or services. The Adviser or its associated persons may receive compensation for financial planning and the provision of investment management services and/or the sale of insurance and other products and services. The Adviser does not make any representation that these products and services are offered at the lowest available cost and the client may be able to obtain the same products or services at a lower cost from other providers. However, the client is under no obligation to accept any of the recommendations of the Adviser or use the services of the Adviser in particular.

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## **Investment Management Agreement**

Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis. The Adviser periodically reviews a client's financial situation and portfolio through regular contact with the client which often includes an annual meeting with the client. The Adviser makes use of portfolio rebalancing software to maintain client allocations according to the Investment Policy Statement in effect.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. The agreement sets forth the services to be provided, the fees for the service and the agreement may be terminated by either party in writing at any time.

## **Asset Management**

Investments in client portfolios may include: mutual funds (shares), equities (stocks), corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and U. S. government securities, options contracts, and interests in partnerships.

Assets are invested primarily in no-load or low-load mutual funds and exchange-traded funds, usually through brokers or fund companies. Fund companies may charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate whereby the brokerage firm charges a fee for stock and bond trades. The Adviser does not receive any compensation from fund companies or brokerages.

Initial public offerings (IPOs) are not available through the Adviser.

## **WRAP Program**

The Adviser does not sponsor or provide investment management services to a wrap program.

## **Termination of Agreement**

A Client may terminate any of the aforementioned agreements at any time by notifying the Adviser in writing. Clients shall be charged pro rata for services provided through to the date of termination. If the client made an advance payment, The Adviser will refund any unearned portion of the advance payment.

The Adviser may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, the Adviser will refund any unearned portion of the advance payment.

The Adviser reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations

when necessary and appropriate, in the Adviser's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded.

## Item 5-Fees and Compensation

### Investment Management

The Adviser bases its fees on a percentage of assets under management, hourly charges, and fixed fees. The length of service to the client is at the client's discretion. Upon termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination. The investment management fees are negotiable at the sole discretion of the Adviser

Clients are charged an annual management fee based on account size according to the following schedule:

Annualized Investment Management Fees		
Account Value From	Account Value To	Annual Percentage Fee
\$0	\$1,000,000	1.00%
\$1,000,001	\$2,000,000	0.75%
\$2,000,001	\$5,000,000	0.50%
\$5,000,001	\$10,000,000	0.40%
Over \$10,000,001		Negotiable

### Fix My 401(k)

The Adviser provides advice to 401(k) plans at the following fee schedule:

Fix My 401(k)		
Plan Size		
From	To	MFA Fee
\$0	\$1,000,000	0.90%
\$1,000,001	\$5,000,000	0.70%
\$5,000,001	\$10,000,000	0.60%
\$10,000,001	\$20,000,000	0.50%
\$20,000,001	\$50,000,000	0.40%
\$50,000,001	\$100,000,000	0.30%

The investment management fees for advice to 401(k) plans are negotiable at the sole discretion of the Adviser. The Adviser may and has agreed to a fixed fee rather than a fee based on assets under management for this service. The client for this service is generally billed in arrears however at its discretion the Adviser may agree to other billing arrangements. Should a 401(k) plan terminate, any fees taken in advance will be reimbursed pro rata for the time period that services are provided.



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## **Financial Planning**

The Adviser may charge an additional hourly fee for complex financial planning advice that goes beyond that which is typically included in the investment management fee. The hourly rate, which is negotiable at the sole discretion of the Adviser, is determined by the extent and complexity of the plan. Alternatively, the client and The Adviser can agree upon a fixed rate for the plan. In the case of a fixed rate, The Adviser will charge an up-front retainer of at least \$1,500 or up to half of the fixed rate fee whichever is greater, with the balance due upon the plan's completion. Planning fees generally range from \$3,000 or more for the first six months with the fee being determined by the extent and complexity of the plan. Fees for financial planning are negotiable for larger accounts, multiple accounts or at the discretion of The Adviser. Financial planning agreements may be terminated upon written notice by the client or the Adviser. Fees paid in advance for financial planning are not refundable if the agreed upon work has been completed. If the client terminates the agreement before The Adviser's work is completed, fees will be refunded pro-rata based upon how much of the work has been completed.

## **Item 6-Performance Fees**

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### **Performance Fees**

Fees are not based on a share of the capital gains or capital appreciation of managed securities. However, the Adviser may employ certain types of investments that do charge a performance fee in which the Adviser does not participate. For these investments, refer to their offering or private placement memorandum for an explanation and amounts of the performance fees.

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### **Fee Billing**

Investment management fees for wealth management clients are billed quarterly, in arrears, meaning that we invoice you after the three-month billing period has ended. Payment in full is expected upon invoice presentation. Fees are deducted from the client account to facilitate billing as authorized by the investment management agreement. Arrangements may be made for advance or invoice billing at sole discretion of Advisor.

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### **Other Fees**

The Adviser may include mutual funds, variable annuity products, ETFs, and other managed products or partnerships in clients' portfolios. Clients may be charged for the services by the providers/managers of these products in addition to the management fee paid to the Adviser. The Adviser, from time to time, may select or recommend to separately managed clients the purchase of proprietary investment products. The fees and expenses charged by the product providers are separate and distinct from the management fee charged by the Adviser. These fees and expenses are described in each mutual fund's or underlying annuity fund's prospectus or in the offering memorandums of a partnership. These fees will generally include a management fee, other fund expenses and a possible distribution fee. No-load or load waived mutual funds may be used in client portfolios so there would be no initial or deferred sales charges; however, if a fund that

imposes sales charges is selected, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund or variable annuity or investment partnership directly, without the services of the Adviser. Accordingly, the client should review both the fees charged by the funds and the applicable program fee charged by the Adviser to fully understand the total amount of fees to be paid by the client and to thereby evaluate the Advisory services being provided. If it is determined that a client portfolio shall contain corporate debt or other types of over the counter securities, the client may pay a mark-up or mark-down or a “spread” to the broker or dealer on the other side of the transaction that is built into the purchase price of the security.

## **Item 7-Types of Clients**

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### **Description**

The Adviser generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, or charitable organizations, and corporations or business entities. Client relationships vary in scope and length of service.

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### **Account Minimums**

The Adviser generally requires a minimum account size of \$500,000 of assets under management. The Adviser has the sole discretion to waive the account minimum.

## **Item 8-Methods of Analysis, Investment Strategies and Risk of Loss**

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### **Methods of Analysis and Investment Strategies**

Portfolio construction is based on research originally done by Dimensional Fund Advisers of Austin, TX. The investment strategy is based on “three factor analysis” commonly referred to as Fama-French three factor analysis (named after the academics who did the original research) and is generally tilted toward small cap and value stocks. Adviser also invests in companies domiciled outside the US through mutual funds and ETFs. Adviser primarily relies upon the financial press for information and has no source of inside information. Adviser subscribes to academic research, fund company research and to various publications and information services such as Morningstar, Financial Planning Magazine, Financial Adviser, Investment News and others. . Adviser also attends various meetings and conferences throughout the year to keep current on issues such as investments, tax and retirement plans. While the Adviser takes a long-term investment approach, accounts are set up to allow short-term liquidity. Leverage (margin borrowing) is not employed as an investment strategy but is often added to accounts as a feature to enable some convenience for client cash flow, expenses and tax management issues.

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### **Investment Strategies**

Portfolio strategies may include long-term purchases, short-term purchases, margin transactions, and option writing. The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. This means that we use passively-managed index and exchange-traded funds as the core investments, and then add actively-managed funds when in the Adviser’s opinion a more suitable passive investment does not exist. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client is asked to execute an Investment Policy Statement that documents their objectives and their desired investment strategy. The Adviser's strategies do not involve frequent trading.

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**Market, Security and Regulatory Risks**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

**Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

**Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.

**Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

**Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

**Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

**Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

**Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.

**Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

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**Item 9-Disciplinary Information**

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**Legal and Disciplinary**

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

## **Item 10-Other Financial Activities and Affiliations**

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### **Other Financial Industry Activities and Affiliations**

Certain associated persons of the Adviser possess a license to sell insurance. The clients who purchase insurance related product are informed that the associated persons will be compensated for a fee or commission at the time that the product is accepted. A conflict of interest exists in that associated persons may sell insurance products to clients of the Adviser and earn a commission on the sale of that product in addition to receiving compensation for providing investment management or financial planning services. The Adviser's financial plans may include recommendations for clients to purchase various insurance products which may be purchased from associated persons of the Adviser at the client's discretion. It is not mandatory that the client purchase insurance products, nor is it mandatory that products be purchased from the Adviser or its associated persons. Commissions for insurance products are due at the time of payment of premium and are negotiable but are typically based on a percentage of the first year's premium as dictated by the insurance policy provider. The Adviser makes no assertion that the commissions and fees for these products and services are the lowest available and may be obtained on more favorable terms.

## **Item 11-Code of Ethics, Participation in Client Transactions and Personal Trading**

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### **Code of Ethics**

The Adviser has adopted a Code of Ethics which establishes standards of conduct for Adviser's supervised persons. The Code of Ethics includes general requirements that such supervised persons comply with their fiduciary obligations to clients and applicable securities laws, and specific requirements relating to, among other things, personal trading, insider trading, conflicts of interest and confidentiality of client information. It requires supervised persons to report their personal securities transactions and holdings quarterly to the Adviser's Compliance Officer, and requires the Compliance Officer to review those reports. It also requires supervised persons to report any violations of the Code of Ethics promptly to the Adviser's Compliance Officer. Each supervised person of the Adviser receives a copy of the Code of Ethics and any amendments to it and must acknowledge in writing having received the materials. Annually, each supervised person must certify that he or she complied with the Code of Ethics during that year. Clients and prospective clients may obtain a copy of the Adviser's Code of Ethics by contacting the Compliance Officer of the Adviser. Under the Adviser's Code of Ethics, the Adviser and its managers, members, officers and employees may invest personally in securities of the same classes as are purchased for clients and may own securities of the issuers whose securities are subsequently purchased for clients.

If an issue is purchased or sold for clients and any of the Adviser, managers, members, officers and employees on the same day purchase or sell the same security, either the clients and the Adviser, managers, members, officers or employees shall receive or pay the same price or the clients shall receive a more favorable price. The Adviser and its managers, members, officers and employee may also buy or sell specific securities for their own accounts based on personal investment considerations, which the Adviser does not deem appropriate to buy or sell for

clients. Clients and prospective clients may obtain a copy of Adviser's Code of Ethics by contacting Adviser. The employees of The Adviser have committed to a Code of Ethics. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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**Participation or Interest in Client Transactions**

Under the Adviser's Code of Ethics, the Adviser and its managers, members, officers and employees may invest personally in securities of the same classes as are purchased for clients and may own securities of the issuers whose securities are subsequently purchased for clients. If an issue is purchased or sold for clients and any of the Adviser, managers, members, officers and employees on the same day purchase or sell the same security, either the clients and the Adviser, managers, members, officers or employees shall receive or pay the same price or the clients shall receive a more favorable price. The Adviser and its managers, members, officers and employee may also buy or sell specific securities for their own accounts based on personal investment considerations which the Adviser does not deem appropriate to buy or sell for clients.

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**Personal Trading**

The Chief Compliance Officer of the Adviser is David Shore. He reviews all employee trades each quarter (except for his own trading activity that is reviewed by another principal or officer of the Adviser). The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment.

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**Item 12-Brokerage Practices**

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**Brokerage Selection and Soft Dollars**

The Adviser has the authority over the selection of the broker to be used and the commission rates to be paid without obtaining specific client consent. The Adviser recommends brokerage firms (qualified custodians) such as Charles Schwab.

As a result the Adviser receives some benefits, the primary one being access to the Schwab Institutional website and downloads that communicate with the Adviser's software for portfolio management and other technology that enables Adviser to serve clients. Schwab provides periodic reports that address contemporary financial services issues and compliance newsletters that assist Adviser in maintaining an up-to-date compliance program. Schwab also arranges group purchase discounts of some research subscriptions, but the value of those to Adviser are not significant as comparable discounts are available to non-Schwab Advisers.

The Adviser occasionally participates in conference calls hosted by Schwab that are helpful in running its business and in serving clients. Adviser believes that Schwab's technology is state of the art for the way that Adviser manages client accounts and helps Adviser keep trading costs down. All clients benefit equally from this technology because it allows the Firm to execute transactions in the same manner in all accounts, to the extent that it is appropriate. Adviser also receives some measurement of its business at Schwab and insight as to how its business compares with other comparable Advisory firms that use Schwab's services.

The Adviser's accounts may be deemed to be paying for research and related services (i.e., "soft dollars") provided by the broker which are included in compensation to the broker dealer. Research and related services furnished by brokers may include, but are not limited to, written information and analyses concerning specific securities, companies or sectors; market, financial and economic studies and forecasts; financial publications; statistical and pricing services, as well as discussions with research personnel, along with hardware, software, data bases and other technical and telecommunication services and equipment utilized in the investment management process. It is the policy and practice of the Adviser to strive for the best price and execution for costs and discounts which are competitive in relation to the value of the transaction and which comply with Section 28(e) of the Securities Exchange Act of 1934, as amended. Nevertheless, it is understood that the Adviser may pay compensation on a transaction in excess of the amount of compensation that another broker or dealer may charge so long as it's is in compliance with Section 28(e) and the regulations promulgated thereunder, and The Adviser makes no warranty or representation regarding compensation paid on transactions hereunder. In negotiating mark-ups or mark-downs, the Adviser will take into account the financial stability and reputation of brokerage firms and the brokerage and research services provided by such brokers, although the client may not, in any particular instance, be the sole direct or indirect beneficiary of the research services provided.

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**Order Aggregation**

The nature of the clients and/or trading activity on behalf of client accounts are such that trade aggregation does not garner any client benefit (in regards to mutual fund or exchange traded funds for example).

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**Directing Brokerage for Client Referrals**

The Adviser and its associated persons do not receive client referrals from broker dealers or third parties as consideration for selecting or recommending brokers for client accounts.

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**Item 13- Review of Accounts**

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**Periodic Reviews**

Account reviews are performed quarterly by both Principals of the Firm, David Shore and Tim Harrington. They consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

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**Review Triggers**

Accounts are reviewed quarterly or more frequently when market conditions dictate. Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's financial or personal situation.

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**Regular Reports**

Individually managed accounts receive monthly reports from the custodian and quarterly reports from the Adviser. Adviser reviews are typically distributed in the first 30 days following calendar quarter end. As an alternative, Adviser reviews may be conducted in person at the

Adviser's office. Reviews include a listing of all values of assets managed by the Adviser plus performance reviews of each asset. The reviews may also include graphs showing the allocation of assets by type in the client portfolio.

## **Item 14-Client Referrals and Other Compensation**

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### **Incoming Client Referrals**

The Adviser from time to time may receive client referrals which may come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

### **Referrals to Third Parties**

The Adviser does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

## **Item 15-Custody**

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### **Custody Policy**

The Adviser does not accept or permit the Firm or its associated persons to obtain custody of client assets including cash, securities, acting as trustee, or providing bill paying service, have password access to control account activity or any other form of controlling client assets. All checks or wire transfer to fund client accounts are required to be made out to/sent to the account custodian.

### **Account Statements**

All assets are held at qualified custodians and the custodians provide account statements not less than quarterly to clients at their address of record. Clients should carefully review such statements for any discrepancies or inaccuracies.

### **Performance Reports**

Pursuant to recent amendments to Rule 206(4) under the Investment Advisers Act of 1940, the Securities and Exchange Commission now requires advisers to urge clients to compare the information set forth in their statement from the Adviser with the statements received directly from the custodian to ensure accuracy of all account transactions.

## **Item 16- Investment Discretion**

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### **Discretionary Authority for Trading**

The Adviser accepts new accounts usually only when it is given full investment discretion. The firm's discretionary authority regarding investments may however be subject to certain limitations. These limitations are recognized as the restrictions and prohibitions placed by the Client on transactions in certain types of business or industries. All such restrictions are to be agreed upon in writing at the account's inception. Under certain circumstances, the Adviser provides advice on By All Accounts clients and does not have discretion whereby the Adviser must obtain authorization to trade on behalf of those clients.

## **Item 17-Voting Client Securities**

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### **Proxy Votes**

The Adviser will not vote nor advise clients how to vote proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting of these proxies. The Adviser does not give any advice or take any action with respect to the voting of these proxies. For accounts subject to the provisions of the Employee Retirement Income Security Act of 1974 (“ERISA”), the plan fiduciary specifically keeps the authority and responsibility for the voting of any proxies for securities held in plan accounts. The Adviser promptly passes along any proxy voting information to the clients or their representatives. However, where required by regulation or law in regards to an ERISA account the Adviser will vote proxies and retain records of how voted and supporting documentation on the vote. Any account subject to having proxies voted by the Adviser may request a copy of the voting records from the Dave Shore, the Chief Compliance Officer.

## **Item 18-Financial Information**

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### **Financial condition**

The Adviser does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients and the Adviser meets all net capital requirements that it may be subject to. The Adviser has not been the subject of a bankruptcy petition in the last 10 years. The Adviser is not required to provide a balance sheet as it does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

## **Business Continuity Plan**

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### **General**

The Adviser has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

### **Disasters**

The Business Continuity Plan covers natural disasters such as earthquakes, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

### **Alternate Offices**

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.



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## **Summary of Business Continuity Plan**

A summary of the business continuity plan is available upon request to the Adviser's Chief Compliance Officer.

## **Information Security Program**

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### **Information Security**

The Adviser maintains an information security program to reduce the risk that your personal and confidential information may be breached.

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### **Privacy Practices**

#### **Privacy Policy**

Below is a summary of the Adviser's Privacy Policy regarding client personal information. A complete version of the Privacy Policy is contained in your client Advisory agreement and may be obtained by contacting the Compliance Officer of the Adviser.

Marin Financial Advisors, LLC:

Collects non-public personal information about its clients from the following sources:

Information received from clients on applications or other forms;

Information about clients' transactions with the Adviser, its affiliates and others;

Information received from our correspondent clearing broker with respect to client accounts;

Medical information submitted as part of an insurance application for a traditional life or variable life policy; and

Information received from service bureaus or other third parties.

Marin will not share such information with any affiliated or nonaffiliated third party except:

When necessary to complete a transaction in a customer account, such as with the clearing firm or account custodians;

When required to maintain or service a customer account;

To resolve customer disputes or inquiries;

With persons acting in a fiduciary or representative capacity on behalf of the customer;

With rating agencies, persons assessing compliance with industry standards, or to the attorneys, accountants and auditors of the firm;

In connection with a sale or merger of Marin's business;

To protect against or prevent actual or potential fraud, identity theft, unauthorized transactions, claims or other liability;

To comply with federal, state or local laws, rules and other applicable legal requirements;

In connection with a written agreement to provide investment management or advisory services when the information is released for the sole purpose of providing the products or services covered by the agreement;

In any circumstances with the customer's instruction or consent.

Restricts access to confidential client information to individuals who are authorized to have access to confidential client information and need to know that information to provide services to clients.

Maintains physical, electronic and procedural security measures that comply with applicable state and federal regulations to safeguard confidential client information.



T 415.925.1212  
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80 East Sir Francis Drake Blvd.  
Wood Island, Suite 1a  
Larkspur, CA 94939

## **Firm Brochure (Part 2B of Form ADV)**

# **Marin Financial Advisors, LLC**

**80 E. Sir Francis Drake Blvd 1A**

**Larkspur, CA 94939**

**Tel: (415) 925-1212**

**Fax: (415) 707-6500**

**WWW.MARINFA.COM**

### **Email**

**dave@marinfa.com**

This brochure provides information about principals and adviser representatives of Marin Financial Advisors, LLC and this brochure supplements the Marin Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Dave Shore at (415) 925-1212, or by email at: dave@marinfa.com if you did not receive Marin Financial Advisors, LLC brochure or if you have any questions about the contents of this supplement. 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.

Additional information about principals and adviser representatives of Marin Financial Advisors, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Effective Date: 3-23-14

## Education and Business Standards

Marin Financial Advisors, LLC requires that associated persons have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning.

Examples of acceptable coursework may include: an MBA, a CFP, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

## Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

## Education and Business Background

### David Shore, ChFC

Year of birth: 1953

#### Item 2-Educational Background:

- Mr. Shore attended Stanford University graduating with a bachelor's degree in Humanities and Spanish in 1975.

#### Employment for the Past Five Years:

- Marin Financial Advisors, LLC, Principal, 2005 to Present (See previous. Sole Proprietor registered with SEC since 1988)
- Financial Telesis, Inc., Registered Securities Principal, 1992-2005

**Items 3&7-Disciplinary Information:** As it relates to past, current or prospective clients, David Shore has not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to self regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

**Item 4-Other Business Activities:** David Shore is a licensed CA insurance agent and sometimes serves as an expert legal witness. Mr. Shore receives commissions for the insurance sales per the insurance firm's standard commission schedule. Insurance sales do present a conflict of interest as discussed in the Other Financial Industry Activities and Affiliations section of this brochure. Mr. Shore spends less than 10% of his time on insurance sales.

MCERA Trustee (Marin County Employee Retirement Assoc.) , appointed 2013 for 3 year term, These services do not conflict with his responsibilities at the Adviser and he spends less than 5% of his time providing these services.

**Item 5-Additional Compensation:** In the course of business David Shore does not receive economic benefit from non clients for providing advisory services.

**Item 6- Supervision:** David Shore is supervised by Timothy Harrington, Principal. He reviews David Shore's work through frequent office interactions. Timothy Harrington's contact information:

Phone: (415) 925-1212 Email: [Tim@marinfa.com](mailto:Tim@marinfa.com)

## **Timothy Harrington**

Year of birth: 1961

### **Item 2-Educational Background:**

- Mr. Harrington attended Villanova University graduating in 1984 with a BS in Finance.

### **Employment for the Past Five Years:**

- Marin Financial Advisors, LLC, Principal, 2005 to Present
- Barclays Capital, Director, 1985 to 2003

**Items 3 & 7-Disciplinary Information:** As it relates to past, current or prospective clients, Timothy Harrington not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to self regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

**Item 4-Other Business Activities:** None

**Item 5-Additional Compensation:** In the course of business Timothy Harrington does not receive economic benefit from non-clients for providing advisory services

### **Item 6-Supervision:**

Timothy Harrington is supervised by David Shore, Principal/CCO. He reviews Timothy Harrington's work through frequent office interactions. David Shore's contact information:

Phone: (415) 925-1212      Email: [dave@marinfa.com](mailto:dave@marinfa.com)

## **Kevin Root**

Year of birth: 1970

### **Item 2-Educational Background:**

- Stanford University graduating in 1998 with a BS in Economics and Human Biology.
- Columbia University graduating in 2008 with a Masters Degree in Business Administration

### **Employment for the Past 5 Years:**

- Marin Financial Advisors Inc. – Investment Adviser Representative, 10/2012 – Present
- Classic Capital Inc. – Vice President, 4/2010 – 10/2012
- Streambank LLC – Vice President, 4/209 – 6/2011
- Lehman Brothers – Associate, 7/2008 – 1/2009

**Items 3 & 7-Disciplinary Information:** As it relates to past, current or prospective clients, Kevin Root not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to self regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

**Item 4-Other Business Activities:** Kevin Root is an Advisory Board Member in Brandle Inc. a start-up social media company. At this time Mr. Root does not receive any compensation from this venture and he spends up to 3 hours per week, none during market hours and his responsibilities do not present a conflict in interest with his position at the Adviser.

**Item 5-Additional Compensation:** In the course of business Kevin Root does not receive economic benefit from non-clients for providing advisory services

### **Item 6-Supervision:**

Kevin Root is supervised by David Shore, Principal/CCO. He reviews Kevin Root's work through frequent office interactions. David Shore's contact information:

Phone: (415) 925-1212      Email: [dave@marinfa.com](mailto:dave@marinfa.com)