

**Part 2A of Form ADV: *Firm Brochure***

**FINANCIAL ADVISOR SELECT LLC**

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This brochure provides information about the qualifications and business practices of Financial Advisor Select LLC. If you have any questions about the contents of this brochure, please contact us at (888) 551-3824. 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 Financial Advisor Select LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 164738.

## **Item 2 Material Changes**

This brochure was prepared for Financial Advisor Select, LLC's annual updating amendment. Our previous brochure was completed on January 2, 2013 as a completely new disclosure document. There are no material changes in this annual updating amendment.

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## **Item 4 Advisory Business**

Financial Advisor Select LLC, which we will refer to throughout the remainder of this brochure as “FAS”, is a registered investment advisor formed in 2012 to help successful families make informed financial decisions by introducing them to qualified investment advisors in their communities who can address their particular needs and investment goals. Its founder and principal firm member, John Bowen, is the founder of CEG Worldwide a coaching and marketing consulting firm for registered investment advisors and their representatives.

Should you wish to utilize FAS, you should provide us with certain background information via our website ([www.financialadvisorselect.com](http://www.financialadvisorselect.com)). The information you provide will include your key attributes that will help us identify an investment adviser in your community that we believe is appropriate for your particular circumstances. If you request, a representative of FAS will contact you via telephone for a brief interview to collect this information. This discussion should take approximately twenty minutes. We will then assist you in scheduling a meeting with the chosen investment advisor. This initial conversation will also allow us to provide to you assistance in preparing for an extensive meeting with your recommended advisor. This discovery meeting with the advisor is intended to gather information regarding your important values, goals, relationships and interests, as well as your investment assets and other professional advisors. This meeting should last approximately ninety minutes.

There will be a subsequent meeting with your advisor when he will present you with an investment plan that details your current positions, where you would like to go and the advisor’s recommendations addressing gaps between the two, as well as whether you should consider staying with your current provider.

Following your meeting with the advisor, we will contact you via email to see if you wish to move forward to work with the advisor to address your wealth management needs or would like another recommendation.

At least once a year, a representative of FAS will contact you and request information regarding any changes in your portfolio, your life, your investment goals and your relationship with the investment advisor we recommended to you. Between these discussions, you should feel free to contact us regarding any significant changes in any of these areas so that your account is being advised by the most appropriate advisor in your community.

FAS may periodically send you newsletters other materials via email to assist you in making informed decision about your finances to maximize the probability of achieving your goals. You will not be charged for these materials and you may opt out of receipt at any time. Occasionally FAS may also send you links to FAS webinars. These webinars are designed to educate affluent investors regarding wealth management issues.

FAS does not provide advice regarding the individual assets in your portfolio nor will it make recommendations regarding determinations to purchase or sell any specific asset. FAS assists investors with the selection of registered investment advisors which FAS believes will establish an effective relationship with the client.

## **Item 5 Fees and Compensation**

FAS does not directly charge you for our services and there is no cost or other obligation to work with any recommended advisor until you decide that you want the advisor to manage your investments. Each advisor will have its own fee schedule disclosed in its client brochure. Clients are encouraged to read this and any recommended advisor's brochure carefully and to compare fees and expenses discussed therein. FAS will receive 25% of the periodic fees reallocated from the fees paid to the client's recommended advisor. From that point forward until you terminate your relationship with the recommended advisor, your advisor will reallocate a portion of the selected advisor's fees to FAS for the services provided to you in selecting an advisor and for the continuing services in monitoring your relationship with your recommended advisor.

Management fees will be determined and paid from your accounts according to the time periods and methods set forth in your agreement with your advisor. No fees will be received from the sales commission for any securities transactions or from the sponsor of any investments that may be recommended to you by your advisor. You may terminate your relationship with your selected advisor but must do so in accordance with the terms of your contract with such advisor. We recommend that you carefully read the advisor's written relationship agreement, including the services provided, fees charged and the contract's termination provisions, before you enter into that agreement with your advisor.

All fees paid to your advisor and FAS for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or exchange traded funds ("ETF") to their shareholders. Those fees and expenses are described in each fund's prospectus. Such fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund was purchased prior to working with your advisor and FAS and imposes sales charges, a client may pay an initial or deferred sales charge. Accordingly, you should review both the fees charged by the funds, brokerage firms and your management fees to fully understand the total amount of fees to be paid by you.

You could invest in a mutual fund or other assets directly, without advisory services or management fees. Further, management fees may be lower if an advisor is selected by you without the services of FAS. Clients should note that lower fees for comparable services may be available from other sources.

FAS may periodically send you newsletters and other educational materials. FAS may also send you links to online webinars. FAS does not charge for these services and you may opt out of receipt of emails describing these services at any time.

## **Item 6 Performance-Based Fees and Side-By-Side Management**

FAS does not charge performance-based or side-by-side management fees.

## **Item 7 Types of Clients**

FAS provides services to individuals and families who have a minimum of \$1,000,000 in investable assets.

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

FAS does not provide analysis of investments or risk assessments of your portfolio. It does recommend advisors that have demonstrated to FAS's satisfaction that such advisors utilize certain coherent investment strategies intended to meet the needs of FAS's clients. Such investment strategies include:

**Qualitative Analysis.** Evaluation of non-quantifiable factors such as quality of management, labor relations, and strength of research and development factors not readily subject to measurement, and anticipate changes to share price based on that data.

A risk of using qualitative analysis is that the advisor's subjective judgment may prove incorrect or that the information upon which the advisor relies and the economic and social assumptions inherent in such analysis may not be accurate or continue to be relevant in times of change.

**Asset Allocation.** Rather than focusing primarily on individual securities selection, your advisor may attempt to identify an appropriate ratios of securities, fixed income, and cash suitable to the client's investment goals and risk tolerance utilizing investment funds with underlying portfolios intended to address certain asset or market indexes.

Among the risks of asset allocation is that you may miss sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash may change over time due to stock and market movements and, if not reallocated, will no longer be appropriate for the client's goals.

**Mutual Fund and/or ETF Analysis.** Your selected advisor will look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. The selected advisor may also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in another fund(s) in the client's portfolio. He may also monitor the funds or ETFs in an

attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as your advisor will not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.

***Risks for all forms of analysis.*** Securities analysis methods rely on the assumption that the companies whose securities are purchased and sold, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that any form of analysis may be compromised by inaccurate or misleading information.

***Risk of Loss.*** Please keep in mind that risks and returns are related. Securities investments and their returns are not guaranteed and you may lose part or all of your investment. We ask that you work with us to help us understand your tolerance for risk and keep us informed should there be any change in your risk tolerance from that previously disclosed to us.

FAS recommends that each client read the brochure of the Advisor carefully before entering into a relationship agreement with the advisor.

## **Item 9 Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

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

Our firm and our related persons are not engaged in other investment advisory, brokerage or banking activities, other than their own personal accounts, and have no other industry affiliations. CEG Worldwide LLC, an affiliate of Financial Advisory Select and its managing member, provides consulting and coaching services to broker-dealers and investment advisors, including advisors recommended by FAS.

Many of the marketing, interview and management techniques utilized by advisors recommended by FAS may have been provided or taught by CEG Worldwide to the recommended advisors. To the extent FAS will recommend advisors who utilize CEG

Worldwide services, FAS may have a conflict in interest in selecting such advisors over others with similar or better qualifications. FAS receives compensation directly from advisors recommended by FAS which can create conflicts of potential conflicts of interest because the compensation could influence FAS's judgment in making such recommendations.

FAS fully vets each advisor prior to making any recommendation and ensures that each advisor is properly licensed.

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

Our firm has adopted a Code of Ethics which sets forth the ethical standards of our business conduct that we require of all of our employees, including compliance with applicable federal securities laws.

We owe a duty of loyalty, fairness and good faith to our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

The Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees 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.

Our firm and/or persons associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

A copy of our Code of Ethics is available to our clients and prospective clients. You may

request a free copy by calling us at (888) 551-3824 during normal business hours, Pacific time.

## **Item 12 Brokerage Practices**

FAS does not have any arrangements with brokerage firms to share in the commissions generated by the securities transactions of its clients, nor does it receive any other benefits from such transactions. FAS does not recommend the use of any particular broker-dealer and suggests that the selection of a brokerage firm be discussed with your advisor. You should carefully review the selected advisor's contract and brochure for what arrangements the selected advisor may have with others concerning your advised accounts.

We do not recommend the purchase or sale of any particular securities. The policies regarding portfolio transactions should be discussed with your advisor.

## **Item 13 Review of Accounts**

At least once each calendar year, a representative of FAS will contact you to discuss your relationship with your advisor. This discussion will center on the how well the advisor is communicating with you, the quality of your meetings and the account reports and other related matters. This meeting is not to discuss your investments. It is intended to gauge the quality of service the advisor is providing to you.

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

The relationship FAS has with your advisor is that FAS acts as a solicitor for the provision of advisory services. Your advisor will pay a portion of his advisory fees to FAS as compensation for the referral of your business to that advisor and for the on-going monitoring of the relationship you have with the advisor (see Item 5, above). In addition, FAS' affiliate, CEG Worldwide LLC provides coaching and consulting services to advisors intending to improve the advisor's client relationships. Through FAS we are able to monitor the actual experience of our clientele and work with the advisor to continue to provide better service to you.

Because of the relationship your advisor may have with CEG Worldwide and with FAS, there may be a conflict of interest between the advisor, FAS and you. The management of FAS believes that its goal to locate and recommend advisors who provide superior service to our clients is enhanced by this relationship, but there is no assurance that conflicts of interest will not arise.

FAS does not compensate anyone for referrals of clients to FAS.



## **Item 15 Custody**

As disclosed in Item 5 of this Brochure, our firm does not maintain custody of client funds or securities. Your advisor will disclose to you the relationship he or she may have with the custodian (brokerage firm holding your assets) of your assets and the advisor's billing practices regarding the collection of your fees.

As part of the billing process, in most cases the client's custodian is advised of the amount of the fee to be deducted from that client's account. Periodically, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

We urge our clients to carefully compare the information provided on statements from the custodian and those provided by the advisor to ensure that all account transactions, holdings and values are correct and current.

Our firm does not have actual or constructive custody of client accounts.

## **Item 16 Investment Discretion**

FAS does not have investment discretion over your accounts. That means that FAS cannot trade the securities in your account nor can it direct the payment of any fees or transfer of funds from or to your account. These services will be provided by either your advisor or your custodian.

## **Item 17 Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Your advisor may provide such services, but this is usually not the case. Therefore, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

Please see the brochure provided by your advisor to determine the extent of voting the advisor will assume, if any.

## **Item 18 Financial Information**

We do not require or solicit payment of fees more than six months in advance of services rendered. Therefore, we are not required to include a financial statement. FAS has no known financial circumstances that are likely to impair its ability to meet contractual commitments to report. FAS has not been the subject of a bankruptcy petition at any time during the past ten years.