

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

**Brian Henderson**

**The Keystone Financial Alliance, LLC  
3350 Riverwood Parkway, Suite 2200  
Atlanta, GA 30339**

**Firm Contact:  
Brian Henderson  
Chief Compliance Officer**

**Firm Website Address:  
[www.mykfa.com](http://www.mykfa.com)**

**This brochure supplement provides information about Mr. Henderson that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Henderson if you did not receive The Keystone Financial Alliance, LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. Henderson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Brian Bennett Henderson**

**Year of Birth:** 1977

### **Educational Background:**

- 2000: Auburn University; Bachelor of Science in Finance

### **Business Background:**

- 10/2013 – Present      The Keystone Financial Alliance, LLC; Managing Member Chief Compliance Officer & Investment Advisor
- 03/2002 – Present      Raymond James & Associates, Inc; Registered Representative
- 12/2000 – 03/2002      Merrill Lynch; Financial Advisor
- 07/2000 – 12/2000      American Express Financial Advisors, Inc; Financial Advisor
- 07/2000 – 12/2000      IDS Life Insurance Company; Insurance Agent

### **Exams, Licenses & Other Professional Designations:**

- 2000: Series 7 & Series 66 Exams
- 2000: Life, Health & Variable Annuity Insurance License
- 2008: CERTIFIED FINANCIAL PLANNER™ (CFP®)

**CERTIFIED FINANCIAL PLANNER™ (CFP®)** - This certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam (administered in 10 hours over a 2 day period) and agreeing to be bound by the CFP board's standard of professional conduct. As a prerequisite the IAR must have a bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the standards of professional conduct.

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events material to your evaluation of Brian Henderson.

## **Item 4: Other Business Activities**

Mr. Henderson is a licensed insurance agent. He may offer insurance products and receive 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 he and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

Mr. Henderson is the Director of the Georgian Club Advisory Council. He spends approximately 2 hours per month with this activity. Clients of The Keystone Financial Alliance, LLC will not be solicited.

We have nothing to disclose in this regard.

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

Morris Henderson is a principal of The Keystone Financial Alliance, LLC and as such supervises and monitors Brian Henderson's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Morris Henderson if you have any questions about Brian Henderson's brochure supplement at 404-260-0710.

#### **Item 7: Requirements for State-Registered Advisers**

Mr. Henderson has not been found liable in an arbitration claim alleging damages in excess of \$2,500, being found liable in a civil, self-regulatory organization, or administrative proceeding or been the subject of a bankruptcy petition.