

Item 1. Cover Page



Hightower Financial Solutions LLC

311 S. Wacker Dr., Suite 650

Chicago, Illinois 60606

FORM ADV – PART 2A INFORMATION

April 1, 2014

This brochure provides information about the qualifications and business practices of Hightower Financial Solutions LLC. If you have any questions about the contents of this brochure, please contact us at 630-450-4880. 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.

Registration does not imply a certain level of skill or training.

Additional information about Hightower Financial Solutions, LLC also is available on the SEC's website at www.adviserinfo.sec.gov and at www.hightowerfinancialsolutions.net

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Schedule 2B

William Hightower Business Information
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Item 3. Advisory Business

Hightower Financial Solutions, LLC (“HFS”, “we” or “our”) began business in April 1, 2014 and its current owner is 100% Hightower Financial Solutions, LLC which in turn is owned by William T. Hightower (100%).

We provide investment supervisory services in return for a fee calculated as a percentage of assets under management. Services are offered and provided to individuals, institutions, trusts, and estates. We offer advice on U.S. stocks (exchange listed and over the counter), warrants, corporate debt, commercial paper, certificates of deposit, municipal securities, U.S. Government Securities, option contracts on equities, and partnerships investing in real estate and oil and gas interests. The analysis methods we use to evaluate investments and our strategies performances include charting, fundamental, technical and cyclical analysis.

In addition to the above, HFS makes available the following services to clients based upon client goals:

1) Portfolio Risk Management – HFS performs two levels of analysis on equity (stock) and equity derivatives portfolios. We first conduct a comparison of the portfolio in relation to various market and volatility indexes. To determine potential transactions, we further breakdown large stock holdings into sectors and then run comparisons of those sectors (e.g. health care, energy, etc.) against market and volatility indexes, and large exchange traded funds and holders of positions in those sectors.

2) Recommendations and Order Placement – After the Risk Management assessment is performed, we make recommendations designed to invest the client’s capital in the selected sectors more efficiently. We have back-tested several strategies and provide copies of those back-tested results to clients who have an interest in them to show how well returns may be improved with active management. Back tested results in no way assures returns and losses can occur from employing any investment strategy. In some strategies, real returns are provided as far back as 2008 and are described in each copy sent to the client.

3) Portfolio Insurance Strategies—Our volatility hedge strategy uses certain investments in investor accounts who want their portfolio hedged from downside risk on an ongoing basis. Once the client decides the parameters for the hedge to be used, we recommend and execute transactions resulting in investments which create what is called a “ratio spread” in various market and volatility indexes to insure portfolios against extreme volatility. The strategy is designed to perform well in down markets with the goal of protecting losses in stock positions.

4) Active Overlay Management—We use equity and index option strategies designed to add income to stock portfolios. Single stocks or ETFs, which are either picked by our team using research analytics on a fundamental and technical base or selected by our clients, are hedged with option sales in order to bring in added income on investor’s equity asset holding. Instead of simply buying a security and writing a call option

against it to generate income, we use volatility measures, earnings expectations and sector performance to initiate our trades. We monitor the trades on a live basis and have proprietary software automated with alerts in place for all options and underlying securities in order to create a rolling program in and out of option positions.

5) US Stocks “Baker’s Dozen” Strategies --When using this strategy, we are provided research data from Sabrient Systems, which we use to hand pick our top 13 mid and large cap stocks for clients wishing to purchase a basket of stocks measured by not only relative value but analyst estimates and earnings quality. All trades ideas are generated by Sabrient research. Our part is to use equities and options to best enter, exit and risk manage the portfolios as seen fit.

6) Use of Volatility Arbitrage—Rather than initiating cash covered positions, we may also trade utilizing margin (borrowed funds) in order to capture volatility swings in the market on various stocks and indexes. Determining risk and direction between asset classes, trades are initiated to capture what HFS believes to be mispriced option premiums. Returns may not be correlated to moves of the stock market, but instead be based on price changes in options values.

7) Gold Covered Call – Working with Sabrient Systems for their macro economic analytical tools, HFS has devised a more cost effective means to invest in Gold. The strategy aims to hold traditional buy and hold Gold positions but create generating income on Gold positions using covered calls based on macro economic and volatility factors affecting the commodity. HFS currently has been running live trading for 6 months and has 8 years of back tested data to support a means of achieving less draw downs on investment in Gold and better returns by the use of calls to dial up and down exposure to Gold systematically.

Advisory services are tailored to the individual needs of clients, based upon a variety of factors discussed with clients at the outset of services. Clients may impose restrictions on investing in certain securities or types of securities by letting us know in writing. Also, clients are free to meet or confer with their HFS services Representative at any time. Results of HFS services are discussed as conferences occur with each client.

We do not participate in any wrap fee program where the fee for our services is combined with the fee or commissions that a client’s brokerage firm charges for transaction execution services.

Item 4. Fees and Compensation

We are compensated for its advisory services in accordance with the Fee Schedule set forth below.

Before clients are billed the fee calculation is reviewed by the firm’s Representative providing services and approved by William T. Hightower before being submitted to the client for approval. Upon approval, the client instructs their respective broker-dealer to make the payment to us.

Clients pay all commissions and other costs and fees associated with or imposed by their respective broker-dealer. We do not impose fees, costs or expenses beyond

those contained in the Fee Schedule below. Should an advisory contract be terminated by the client, the determination of advisory fees due, if any, shall be calculated on a prorated basis.

Fees are neither billed nor collected in advance.

A client has a right to terminate a contract for advisory services, without penalty, within five (5) business days after entering into the contract if the client did not receive the firm's Form ADV, Part 2A and Schedules 2B, or at any other time upon written notice.

The firm's Representatives providing advice to clients do not accept compensation for the sale of securities or other investment products. Nor do they receive asset-based sales charges or service fees from the sale of mutual funds. We try and avoid activities that by their nature or structure might provide an incentive for a Representative to choose one investment over another, or depart from clients' particular needs.

Clients can purchase investment products through brokerage firms and agents other than those recommended by us. Clients are required to select a broker of their choice prior to entering into the services agreement with us. That firm must be registered in the state in which the client resides.

FEE SCHEDULE

Option Overlay Consulting & Management Services – Annual Fee

For Option Overlay Consulting and Management Services, up to 2.50% of the value of assets under management based is charged annually, based on the following schedule which describes the maximum fee charge based on net asset value of the account:

Net Asset Value	Annual Fee
Less than \$249,999	2.50%
\$250,000 – 999,999	2.25%
\$1,000,000 – 1,999,999	2.00%
\$2,000,000 – 4,999,999	1.50%
\$5,000,000 – 9,999,999	1.00%
\$10,000,000+	Negotiated

Fees are billed quarterly in arrears, unless billed daily as discussed below.

Fees may be amended with advance written notice to a client at the discretion of SVG. Such changes may be based upon the total assets being managed by SVG and/or types of strategies being used for the client, meaning fees can be negotiable. Fees charged are calculated based on net asset value (NAV) of assets under management on the last calendar day of the quarter. Before clients are billed the fee calculation is reviewed by

the manager providing services and approved by William T. Hightower before being submitted to the client for approval. Upon approval, the client instructs their respective broker-dealer to issue payment to us. We do not deduct or draft fees from the client's account unless authorized in writing to do so in advance.

Clients having accounts at Interactive Brokers can select one of the following ways to be billed.

- Automatic Billing: Interactive Brokers ("IB") calculates the fees and deducts these fees based from the client's account based upon annualized percentage of Net Liquidation Value (Net Asset Value) applied on a daily basis.
- Direct Billing: Client is billed quarterly in arrears by us and the client pays us directly.

Clients having accounts at other broker dealers can select one of the following ways to be billed.

- Automatic Billing: Client is billed quarterly in arrears by us and the client has the broker dealer issue the fee from their account based upon annualized percentage of Net Liquidation Value (Net Asset Value) applied on a quarterly basis only if the broker dealer is setup to do so.
- Direct Billing: Client is billed quarterly in arrears by us and the client pays us directly.

Commissions For Trade In Accounts

Commissions, account fees and all other fees charged by a client's designated brokerage firm(s) is paid by the client. HFS does not have any input or control over commission or other rates charged by the brokerage firm nor receives commission compensation from the brokerage firm.

Other Compensation

As described in the examples below, HFS and/or its associated persons (employees and Representatives) may have arrangements where compensation or some other economic benefit is received by HFS or a Representative from a non-client in connection with giving advice to clients.

HFS will usually recommend clients establish custodial accounts with unrelated broker-dealers ("Third Party Custodians"). These firms hold or custody client accounts on their records; process transactions ordered by HFS; provide computer access to HFS for client positions and provide quotes and data needed by HFS for its reports to clients. These firms may also provide the following:

1. Support Services. Third Party Custodians also provide HFS with a range of services and other benefits to help it conduct its business. For instance, the firms may pay for

or provide HFS with technology solutions to help facilitate its integration with the firms' brokerage systems and thereby streamline its operations. These may include providing duplicate client statements, research related tools, access to block trading, ability to debit fees from client accounts, discounts on compliance, marketing, technology and practice management products provided by third party vendors, and proprietary integrated analysis, trading and reporting system that allows HFS to communicate electronically with these firms. Third Party Custodians' representatives may be available to provide administrative support to HFS. These firms may assist HFS in joining its services platform and in completing documentation to enroll clients to receive its services, and this may include providing or paying for clerical staff to assist and, in some cases, paying account transfer fees or other charges HFS clients may have to pay when changing custodians or service providers.

2. Reimbursements. In limited circumstances, a Third Party Custodians may make direct or indirect payments to HFS. For example, they may reimburse HFS Representatives for reasonable travel expenses incurred when reviewing that firm's business and practices.

These and other services that a Third Party Custodians may furnish provide benefits to HFS and may be made available at no fee or at a discounted fee and the terms may vary among advisors depending on the business they and their clients conduct and other factors.

A Third Party Custodian's provision of these services and other benefits to HFS may be based on clients of HFS placing a certain amount of assets in accounts with them within a certain period of time. HFS may be influenced by this in recommending that its clients establish accounts with them, and products and services may not necessarily benefit a client's account.

Although a client is not obligated to utilize the services of these firms, HFS believes that use of these firms is a convenient means of obtaining efficient transaction executions, account reference and reporting services for investment positions. However, receipt of such services also creates an inducement and conflict of interest for HFS since referring clients to any other firm may result in higher reporting and overhead costs to HFS.

In some cases, the execution prices from a particular broker/dealer for a particular transaction or set of transactions may not be better, or even be higher, than another broker could provide.

Item 5. Performance-Based Fees and Side-by-Side Management

We do not participate in side-by-side management relationships. Side-by-side management relationships exist where an advisor may have a co-or sub-advisor relationship with another investment advisor to provide services to a common client. Some accounts in a limited number of strategies may be charged with a performance

based fee only after the client agrees to such fees and may not exceed 20% of the profits generated and is only applied after a high water mark is breached.

Item 6. Types of Clients

HFS provides investment supervision services for investment companies, individuals, institutions, trusts and estates.

The minimum market value of cash and/or securities to open an account is \$100,000. The minimum may be waived at HFS's discretion.

Item 7. Methods of Analysis, Investment Strategies and Risk of Loss

HFS offers advice on U.S. stocks (exchange listed and over the counter), warrants, corporate debt, commercial paper, certificates of deposit, municipal securities U.S. Government Securities, option contracts on equities, and partnerships investing in real estate and oil and gas interests. Analysis of the investment ideas includes charting, fundamental, technical and cyclical analysis. Information sources include financial newspapers and magazines, research materials prepared by other corporate rating services, quantitative analysis of equities from Sabrient Systems, annual reports, prospectuses, SEC filings and company press releases.

Investment strategies used to implement any investment advice given to clients include long term purchases (securities held at least one year), short term purchases (securities sold within one year), trading (securities sold within thirty days) and option buying and writing (including covered options, uncovered option, overlay, volatility or spreading strategies). Also see Item 4 for descriptions of strategies used.

Investing in securities involves risk of loss that advisory clients should be prepared to bear. HFS does not guarantee the results of any recommendation or action. Losses can occur from receiving services.

Item 8. Disciplinary Information

HFS has no legal or disciplinary events of a material nature that might impact a client's or prospective client's evaluation of the advisory business's integrity or the integrity of its management.

Item 9. Other Financial Industry Activities and Affiliations

There are no registrations or applications for registration currently pending to register HFS or any person associated with it as a broker-dealer or registered representative of a broker-dealer, futures commission merchant, commodity pool operator, commodity trading advisor (or associated person for the foregoing entities).

HFS is owned by 100% Hightower Financial Solutions, LLC which, in turn, is owned 100% by William T. Hightower.

HFS currently uses the advisory services of the Stutland Volatility Group with Brian Stutland as the investment analyst and CEO. Brian Stutland Stutland Equities maintains in good standing with the CBOE and is an active registered member firm with the CBOE, conducting active floor trading or other operations.

Currently Hightower Financial Solutions LLC, uses the trading platform of Stutland Volatility group, a company in which Brian Stutland is a member, and which conducts a floor trading operation on the Chicago Board Options Exchange, Incorporated (the "Exchange") was the subject of a Decision Accepting Offer of Settlement, more fully described and set forth at the link cited below.

Stutland Equities maintains in good standing with the CBOE and is an active registered member firm with the CBOE, conducting active floor trading or other operations.

Stutland Equities, LLC maintains an active broker/dealer with CBOE in which Brian Stutland is also a member.

Time spent conducting acts of floor trading with Stutland Equities by Brian Stutland occur only at times when they are activated onto trading market making badges on the floor of the CBOE which may occur from time to time.

Brian Stutland periodically speaks as a commentator on CNBC. While doing so, he may discuss strategies used or favored by SVG.

When making investment decisions for clients, HFS, SVG and its Representatives act in the best interest of clients.

HFS or SVG does not recommend or select other investment advisers for clients, thus does it receive any direct or indirect compensation for such actions.

Please click the following link for more information about the Stutland Volatility Group.

<https://www.cboe.org/publish/DisDecision/09-0039.pdf>

Item 10. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Representatives of HFS may buy or sell securities, including options, for themselves that they also recommend to clients. Where a transaction for a Representative, or an account related to a Representative, is contemplated, a client's transaction is given priority. HFS has developed a Code of Ethics applicable to all persons who have access to confidential client records or to recommendations being made for client accounts. Designed to prevent conflicts of interest between the financial interests of clients and the interests of the firm and its staff, the Code requires, among other procedures, persons who have access to client records or firm recommendations to obtain preapproval of certain securities transactions, to report transactions quarterly and to report all securities positions in which they have a beneficial interest at least annually.

These reporting requirements allow supervisors at the firm to determine whether to allow or prohibit certain securities purchases and sales based on transactions made, or anticipated to be made, in the same securities for clients' accounts. The Code also established certain bookkeeping requirements relating to state reporting rules. The Code is required to be reviewed annually and updated as necessary.

A complete copy of the firm's Code is available upon request, either in writing or by phone.

Item 11. Brokerage Practices

We may place orders to purchase and sell investments through each client's broker(s) or dealer(s). In selecting among client's broker(s) or dealer(s) for any transaction or series of transactions, we may consider a number of factors including, for example, net price, reputation, financial strength and stability, efficiency of the trade executions HFS receives, block trading and block positioning capabilities, willingness to execute related or unrelated difficult transactions, and other matters ordinarily involved in the receipt of brokerage service generally. We may cause client accounts to pay higher commissions to a broker or dealer that provides brokerage or research services to us if we determine in good faith that the amount of such commission is reasonable in relation to the value of the brokerage or research services provided by such executing broker or dealer viewed in terms of particular transaction(s) or our overall responsibilities to client accounts. When referring clients to dealers, we will only refer clients to dealers registered in states where the clients reside.

Clients should be aware that we may aggregate sale and purchase orders of securities held in the account with similar orders being made simultaneously for other accounts managed by the firm for accounts of the affiliates of HFS, if, in our judgment, such aggregation results in an overall economic benefit to the account based on an evaluation that the account is benefited by relatively better purchase or sale prices, lower commission expenses, and beneficial timing of transactions, or a combination of such factors.

In the event of an order error by the firm, it is the firm's policy to make the client's account whole.

Item 12. Review of Accounts

Each account will be reviewed monthly by the Investment Committee with respect to all cash and security transactions. Each account will also be reviewed to ensure activity is consistent with account objectives.

Investment Committee:

Investment Officer: William Hightower

Client reports will be generated by the client's account custodian either monthly or quarterly, per client request, showing all account activity and investment values, as well as a list of all assets. For accounts custodied at Interactive Brokers, LLC, reports

are made available on-line weekly. In addition, an annual summary of the above reports is generated.

Item 13. Client Referrals and Other Compensation

Other than described in Items 5, Other Compensation and Item 10, Affiliations, SVG and its Representatives do not receive cash or any economic benefit (including commission, equipment, or non-research services) from non-clients in connection with giving advice to clients.

We do not, either directly or indirectly, compensate any person for client referrals but may do so (with advance disclosure to clients) in the future.

Item 14. Custody

HFS does not have custody of client funds or securities. All client assets are held through Trading Block, Inc. or Interactive Brokers, as the client selects. All confirmations and account statements will be generated and sent from the client's selected brokerage firm. Clients should carefully review all confirmations and account statements to ensure the information and billings they may receive from SVG are consistent with the information on those statements.

Item 15. Investment Discretion

Authority of Our Firm:

We have discretionary authority to manage and control the assets in each client's account. This authority is granted to us when a client signs our discretionary management agreement. This authority allows us to select and purchase and sell securities in the amounts and at the times we believe are in the best interest of the account. Investment Limitations and Guidelines:

HFS manages investments in accordance with the client's investment objective, policies and restrictions. A client may, from time to time, revise, supplement, or otherwise modify the guidelines by specifying such revision, supplement, or amendment in writing to the firm; provided, however, that no such revision, supplement, or modification shall be effective until written notice thereof is received by the firm.

16. Voting Client Securities

Unless otherwise requested in writing by the client, we shall not take any action with respect to the voting proxies solicited by any person with respect to any investment of client assets. We will advise the client on the issues presented in such proxies, if so requested by the client to do so.

Item 17. Financial Information

We do not have custody of client's funds or securities, or require or solicit fee payments from clients of more than \$500.00 per client, six months or more in advance.

Item 18. State Information

See attached Schedules 2B for information about key managers. The firm is not engaged in any business other than giving advice.

No management person has been involved in a disciplinary action other than described in Item 9.

Schedule B Brochure Supplement
Hightower Financial Solutions, LLC
311 S. Wacker Dr., Suite 650
Chicago, Illinois 60606

April 30,
2014

This brochure supplement provides information about William T. Hightower that supplements The Hightower Financial Solutions, LLC brochure. You should have received a copy of that brochure. Please contact William Hightower, President , if you did not receive The Hightower Financial Solutions, LLC brochure, or have any questions about the contents of this supplement.

Registration does not imply a certain level of skill or training.

Additional information about William Hightower also is available on the SEC's website at www.finra.org and at www.hightowerfinancialsolutions.net

Item 1. Educational Background and Business Experience

Name: William Hightower Date of Birth: 1983

Formal Education after High School:

2001–2005 Michigan State University

Degree:

BBA Major: Human

Resource

Management/

Sociology

Business Background:

2005 to 2006– Dearborn Federal Credit Union– Livonia Michigan

Investments, Banking, Savings and Loan

Position: Member Relations Representative

2006 to 2007 J.P. Morgan Chase

Investments, Banking and Loans

Position: Personal Banker

FINRA Registered Representative

2007 to 2010– Fidelity Investments

Personal Investments

Position: Financial Representative

FINRA Registered Representative

2010–2011 Morgan Stanley Smith Barney

Position: Financial Advisor

FINRA Investment Adviser

2011–2013 Fidelity Investments

Position: Financial Representative

2013–Present HIGHTOWER FINANCIAL SOLUTIONS
Founder, Investment Adviser, President

Item 2. Disciplinary Information

Mr. Hightower has had no legal or disciplinary events of any kind.

Item 3. Supervision

William Hightower will serve as investment adviser principal for Hightower Financial Solutions LLC and supervises all of its actions.