



SIGMA FINANCIAL SERVICES, INC.

Form ADV Part 2B

This Brochure Supplement provides information about Donald Joseph Potter Jr. that supplements the SIGMA Financial Services, Inc. Firm Brochure. You should have received a copy of that Brochure. If you did not receive SIGMA Financial Services, Inc.'s Firm Brochure or if you have any questions about the contents of this Supplement, please contact Donald J. Potter, Jr. at (540) 989-2020 or DJP@BenefitStrategies.com. The information in this Supplement has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Additional information about Donald Joseph Potter Jr. is available on the SEC's website, www.adviserinfo.sec.gov.

Donald J. Potter, Jr.

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Firm Brochure Supplement

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Educational Background
and Business Experience

Full Legal Name: Donald Joseph Potter Jr.

Birth Year: 1949

Education: Roanoke College
BA, Economics, 1971

Business Experience: Benefit Strategies, Inc.
President
1979 to Present

SIGMA Financial Services, Inc.
President
1997 to Present

Donald Joseph Potter, Jr. is paid a salary from Benefit Strategies and devotes substantial time each day managing and overseeing the company's operations and consulting with Benefit Strategies' clients. In addition, Donald Joseph Potter, Jr. is paid bonus compensation based on the overall profitability of Benefit Strategies. There is no incentive compensation, either in the form of direct commissions or indirect bonuses for the sale or placement of insurance related products through Benefit Strategies.

Clients should be aware that the receipt of additional compensation by Donald J. Potter, Jr. from Benefit Strategies creates a conflict of interest that may impair the objectivity of Donald J. Potter, Jr. when making advisory recommendations. As part of its fiduciary duty as a registered investment advisor in the endeavor to put the interest of its clients first, SIGMA takes the following steps to address this conflict:

1. SIGMA discloses to clients the existence of all material conflicts of interest, including the potential for the firm and its employees to earn compensation from advisory clients in addition to the firm's advisory fees;
2. SIGMA discloses to clients that they are not obligated to purchase recommended products or services from its employees or affiliated companies;
3. SIGMA collects, maintains and documents accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
4. SIGMA conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
5. SIGMA requires that all employees seek prior management approval of any outside employment activity so that it may ensure that any conflicts of interest in such activities are properly addressed;
6. SIGMA periodically monitors these outside employment activities to verify that any conflicts of interest continue to be properly addressed; and
7. SIGMA educates its employees and access persons regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for investment advice provided to clients.

SIGMA has also adopted a Code of Ethics which sets forth high ethical standards of business conduct that it requires of its employees, including compliance with applicable federal securities laws.

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Disciplinary Information

Donald Joseph Potter Jr. has no reportable disciplinary history.

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Other Business Activities

INVESTMENT-RELATED ACTIVITIES

Donald Joseph Potter, Jr. is also engaged in the following investment-related activities:

- Insurance company or agency
- Pension consultant

Donald Joseph Potter, Jr. is the sole shareholder and President of SIGMA Financial Services, Inc. ("SIGMA") and Benefit Strategies, Inc. ("Benefit Strategies").

Benefit Strategies is a retirement plan administration and pension consulting firm. The corporation also maintains an insurance license, as does Donald Joseph Potter, Jr., to provide certain clients with group annuity products as funding vehicles for their retirement programs.

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Additional Compensation

Donald Joseph Potter Jr. does not receive any economic benefit from a non-advisory client for the provision of advisory services.

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Supervision

Donald Joseph Potter, Jr., as President and Chief Compliance Officer, and as the only shareholder and director, has no in-house supervisory authority to report to. However, SIGMA's Policies and Procedures and its Code of Ethics do address the conduct and responsibilities of all employees and access persons of the firm.