



Item 1 – Cover Page

LONGVIEW FINANCIAL ADVISORS, INC.
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&
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256-534-1196
www.longviewfa.com
March 26, 2015

This Brochure provides information about the qualifications and business practices of Longview Financial Advisors, Inc. If you have any questions about the contents of this Brochure, please contact us at 256-534-1196 or info@longviewfa.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.

Longview Financial Advisors, Inc. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Item 2 – Material Changes

This brochure has been updated as of March 26, 2015.

Pursuant to SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of the calendar year. We may further provide other ongoing disclosure information about material changes as necessary.

We will provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Item 3 -Table of Contents

Item 1 – Cover Page.....	i
Item 2 – Material Changes	ii
Item 3 -Table of Contents	iii
Item 4 – Advisory Business	1
Item 5 – Fees and Compensation	4
Item 6 – Performance-Based Fees and Side-By-Side Management	5
Item 7 – Types of Clients.....	5
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss	5
Item 9 – Disciplinary Information	8
Item 10 – Other Financial Industry Activities and Affiliations	8
Item 11 – Code of Ethics	9
Item 12 – Brokerage Practices	9
Suggestion of Brokers (Custodians)	9
Item 13 – Review of Accounts.....	10
Item 14 – <i>Client</i> Referrals and Other Compensation.....	10
Item 15 – Custody	11
Item 16 – Investment Discretion.....	11
Item 17 – Voting <i>Client</i> Securities.....	11
Item 18 – Financial Information	11

Brochure Supplement(s)

Jeffrey R. Cedarholm
Larry K. West
Jessica Hovis Smith
Charles “Wes” Johnson
Phillip “Andrew” Gipner
Jeffrey W. Jones
Whitney M. Rhyne

Professional Designations – Minimum Qualifications Required

Item 4 – Advisory Business

Longview Financial Advisors, Inc. (also referred to as “LONGVIEW” or “the Firm”) offers personalized financial planning and portfolio management services to individuals, pension and profit sharing plans, trusts, estates, and charitable organizations.

LONGVIEW is a corporation formed in 1994 under the laws of the State of Alabama. The firm was initially registered as West Financial Consulting, Inc., but changed its name in January 2010 to Longview Financial Advisors, Inc. to illustrate our focus on taking the “long view” of our client’s goals and objectives.

LONGVIEW is an employee-owned firm with the principal owners being Jeffrey R. Cedarholm and Larry K. West. Background information on them and other key employees are listed in Supplements to this Brochure.

LONGVIEW provides financial planning and investment services as detailed below:

Financial Planning

Financial Planning may address one or more areas of a client's financial situation, such as investment portfolio evaluation and design, financial goals, retirement, college funding, estate, and tax planning, risk management, etc. Financial Planning services generally include the following:

- (a) Gathering factual information concerning the client's personal and financial situation;
- (b) Assisting the client in establishing financial goals and objectives;
- (c) Analyzing the client's present situation and anticipated future activities in light of the client's financial goals and objectives;
- (d) Identifying problems foreseen in the accomplishment of these financial goals and objectives and offering solutions to the problems;
- (e) Making recommendations to help achieve goals and objectives.
- (f) Designing an investment portfolio to help meet the goals and objectives of the client;
- (g) Providing ongoing portfolio management, if requested.
- (h) Coordinating plans with clients' attorney, accountant and/or other advisers;
- (i) Periodically reviewing goals and objectives; measuring progress toward these goals and objectives, and recommending revisions as necessary.

Financial recommendations are based on the client’s financial situation at the time the plan is presented. Clients are advised that certain assumptions may be made with respect to interest and inflation rates, as well as past trends, historical market performance, and the economy. **Past performance is in no way an indication of future results. LONGVIEW cannot offer any guarantees or promises that the client’s financial goals and objectives will be met.** As the client’s financial situation, goals, objectives, or needs change, clients must promptly notify LONGVIEW.

Pension Consulting

LONGVIEW will provide pension-consulting services to employee benefit plans and their fiduciaries based upon an analysis of the needs of the plan. In general, these services may include formation of the investment policy statement, asset allocation advice, money management services, investment performance monitoring, ongoing consulting, and/or communication and education services where the Firm will assist the plan sponsor in providing meaningful information regarding the retirement plan to its participants.

These client accounts are regulated under the Employee Retirement Income Securities Act ("ERISA"). LONGVIEW will provide consulting services to the plan fiduciaries as described above. Typically, the named plan fiduciary must make the ultimate decision as to retaining the services of such investment adviser as the Firm recommends. The plan fiduciary is free to seek independent advice about the appropriateness of any recommended services for the plan.

General Consulting

LONGVIEW does not normally work with clients for general consulting on an infrequent basis; however, if it is appropriate, the Firm will consider work in this manner.

Investment Management Services

In addition to financial planning services, LONGVIEW provides investment management services. Please see "Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss" for a complete discussion of our process.

At its discretion, LONGVIEW's annual investment advisory fee may include investment management services, and, to the **extent specifically requested** by the client, financial planning and consulting services. In the event that the client requires extraordinary planning and/or consultation services (to be determined in the sole discretion of LONGVIEW), LONGVIEW may determine to charge for such additional services, the dollar amount of which shall be set forth in a separate written notice to the client.

Amount of Assets Managed

As of December 31, 2014, LONGVIEW manages assets on a discretionary of \$130,743,612.

As of December 31, 2014, LONGVIEW manages assets on a non-discretionary of \$ 2,738,945.

MISCELLANEOUS

Please Note: Investment Risk. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by LONGVIEW) will be profitable or equal any specific performance level(s).

Non-Investment Consulting/Implementation Services. To the extent requested by the client, LONGVIEW *may* provide consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Neither LONGVIEW, nor any of its representatives, serves as an attorney, accountant, or licensed insurance agent, and no portion of LONGVIEW's services should be construed as same. To the extent requested by a client, LONGVIEW may recommend the services of other

professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance, etc.). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from LONGVIEW. **Please Note:** If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. **Please Also Note:** It remains the client's responsibility to promptly notify the LONGVIEW if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising LONGVIEW's previous recommendations and/or services.

Private Investment Funds: LONGVIEW may provide investment advice regarding private investment funds. LONGVIEW may also recommend, on a non-discretionary basis, that qualified clients (accredited investors) consider investment in private investment funds for purposes of portfolio diversification.

Please Note: Private investment funds generally involve various risk factors, including, but not limited to: potential for complete loss of principal, liquidity constraints and lack of transparency, a complete discussion of which is set forth in each fund's offering documents, which will be provided to each client for review and consideration. Unlike other liquid investments that a client may maintain, private investment funds do not provide daily liquidity or pricing. Each prospective client investor will be required to complete a Subscription Agreement, pursuant to which the client shall establish that he/she is qualified for investment in the fund, and acknowledges and accepts the various risk factors that are associated with such an investment.

Please Also Note: Valuation. In the event that LONGVIEW references private investment funds owned by the client on any supplemental account reports prepared by LONGVIEW, the value(s) for all such private investment funds shall reflect either the initial purchase and/or the most recent valuation provided by the fund sponsor. In the very rare instance in which the custodian is unable to obtain a price and/or LONGVIEW strongly believes the custodian is not accurately pricing a security, LONGVIEW will undertake a review to determine a fair value for that security.

If the valuation reflects the initial purchase price (and/or a value as of a previous date), the current value(s) (to the extent ascertainable) could be significantly more or less than the original purchase price.

Client Obligations. In performing its services, LONGVIEW shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify LONGVIEW if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising LONGVIEW's previous recommendations and/or services.

Disclosure Statement. A copy of LONGVIEW's written Brochure as set forth on Part 2A of Form ADV shall be provided to each client prior to, or contemporaneously with, the execution of the *Investment Advisory Agreement or Financial Planning and Consulting Agreement*. Any client who has not received a copy of LONGVIEW's written Brochure at least 48 hours prior to executing the *Investment Advisory Agreement or Financial Planning and Consulting Agreement* shall have five business days subsequent to executing the agreement to terminate LONGVIEW's services without penalty.

Item 5 – Fees and Compensation

In order to avoid as many conflicts of interest as possible, LONGVIEW receives all compensation directly from the client and has no selling agreements with any providers that could create a conflict of interest between the Firm and the client's best interests.

On an annualized basis, LONGVIEW's fees for portfolio management services, subject to negotiation, are based on the following tiered fee schedule:

Portfolio Size	Annualized Fee*
First \$1,000,000	1.00%
\$1,000,001 - \$2,000,000	0.85%
\$2,000,001 - \$3,000,000	0.75%
\$3,000,001 - \$5,000,000	0.65%
Over \$5,000,000	0.50%

*Existing clients may be subject to a different fee schedule.

The annual fee for portfolio management services is billed quarterly, in arrears. The fee is based on the market value of the assets on the last day of the quarter adjusted for any withdrawals or additions during the quarter. The above fee schedule also covers initial and ongoing financial planning for clients that have a full service agreement. Due to the depth of work involved in a planning relationship, there may be a negotiated flat fee.

Clients may elect to be billed directly for fees or to authorize LONGVIEW to directly debit fees from client accounts. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

A down payment of \$500 will be due when the initial client service agreement is signed. This down payment will be deducted from the first quarterly billing.

LONGVIEW's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus.

Such charges, fees and commissions are exclusive of and in addition to LONGVIEW's fee, and LONGVIEW shall not receive any portion of these commissions, fees, and costs.

Item 6 – Performance-Based Fees and Side-By-Side Management

LONGVIEW does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

LONGVIEW provides portfolio management services to individuals, high net worth individuals, corporate pension and profit-sharing plans, trusts, estates, charitable institutions, foundations, and endowments.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

Investing in securities involves risk of loss that clients should be prepared to bear.

Multi-Asset Class Diversified Portfolios

Investment management is the process of investing the client's assets in keeping with his/her/its circumstances and risk tolerance and making changes when circumstances warrant. Our belief is that investment portfolios should be widely *diversified* to control *risk* and enhance opportunity for better performance. The following are *asset classes* that are typically considered for use in LONGVIEW's portfolios:

- Domestic Stock – Large, Mid- and Small/Micro Cap in growth, blend and/or value strategies
- International Stock – Large, Small, Emerging Markets and region/country specific strategies
- Real Estate Stocks – REITs and Operating Companies, both Domestic and International
- Market Sectors – e.g. Healthcare, Technology
- Commodities – Natural Resource Stocks, Commodity Indices, Commodity Futures Contracts
- Hedging Strategies – Long/Short, Tactical Allocation, Hedge Fund of Funds, Managed Futures
- Fixed Income – Strategic Allocations, Corporate & High Yield Bonds, Municipal Bonds, US Government Bonds and Notes, Foreign Government Bonds and Notes, Emerging Market Bonds
- Cash and/or cash equivalents

Other asset classes could also be included if LONGVIEW's research indicates that they might increase positive portfolio performance opportunities and/or reduce volatility and risk.

Research Based Methodology

LONGVIEW's investment team focuses its research on how investment markets will react to global economic factors and business cycles. Then LONGVIEW's team seeks to find the most appropriate asset allocation for clients, doing extensive due diligence and vetting experienced investment teams and/or

proper market indices to fulfill those allocations. This process is intensely research driven and LONGVIEW employs both public as well as proprietary investment sources, in addition to soliciting opinions of other experienced financial professionals. The result is a series of global, multi-asset class portfolios, developed for the spectrum of client risk tolerances.

Exposure to every asset class, including cash, involves some type of risk, whether equity and debt or the reduction of buying power caused by inflation. LONGVIEW's ultimate goal is to help clients achieve long term goals and to that end, try to develop the correct blend of assets, exposing clients to the proper combination of risk and potential return.

LONGVIEW does not employ a "buy and hold" strategy, but will adjust (increase/decrease allocations; delete/add different allocations) portfolio exposure as we see market conditions warrant. While LONGVIEW believes that the ability to protect capital in decreasing markets is as important as the ability to grow capital in rising markets, it is also understood that over time, the best returns generally come from purchasing assets at as low a valuation as possible. As opportunities arise, limited tactical strategies may be employed. Because LONGVIEW employs active management based on our research, there is a risk that strategies may not coincide with market directions, resulting in a loss of capital.

Mutual Funds

LONGVIEW principally invests client's money in exchange traded funds (ETFs) and/or mutual funds, both open and closed ended. We believe that any one individual or small group of individuals cannot have sufficient knowledge to understand the details of each of the multitude of asset classes that might be used. Much research effort is spent identifying "best in class" mutual fund investment teams, studying their process and returns over time and communicating with them about how they view the future. As an institutional investor, LONGVIEW can get mutual funds that normally charge a commission without any commission or sales charges (load waived). This allows for use of a broad range of mutual funds, both no-load and load waived while working to keep client costs as low as possible, within the parameters of the strategies.

Mutual funds and ETFs do have expense ratios that are used to pay operating expenses of each fund used in portfolios. These expenses are embedded in the value of the mutual fund or ETF and are not paid to LONGVIEW.

Also, by law, mutual funds must pass on most capital gains incurred within a calendar year, causing investors to pay taxes on these gains. It is possible for capital gains taxes to be incurred even if the total value of a fund has decreased in value.

Nevertheless, LONGVIEW believes that the advantages of professional management, their in-depth research and portfolio diversification, outweigh the disadvantages of using mutual funds.

Portfolios

LONGVIEW has found that clients fall within four major categories of *risk tolerance*: Aggressive, Moderate, Conservative and Income. LONGVIEW has developed and manages portfolios based on these categories. Client assets are invested based on the appropriate portfolio for client risk tolerance and size of

account. This method provides clients with the best of LONGVIEW's investment thinking. In some circumstances, particular client needs warrant deviations from the models.

For many clients, LONGVIEW manages a *qualified plan* account(s) such as a 401k, 403b, the Government's Thrift Saving Program, etc. These accounts usually have limited asset classes and cannot be put into the same investments as portfolios held with Fidelity. In these situations, LONGVIEW will set up as diversified a portfolio as possible based on the available options in the qualified plan.

Clients may not impose restrictions on portfolios. However, there may be situations where individual investment restrictions or deviations are appropriate.

Account Investment Changes

The value of various asset classes change depending on several factors, including domestic and international economic and political situations, business cycles, etc. To prepare for or react to these changes, the investment team will periodically reallocate assets within client accounts. For example, if LONGVIEW believes that interest rates will rise in the near future, portfolios may hold shorter term bonds or some other asset class. Another example would be that if LONGVIEW believed a certain asset class's value has decreased significantly below its true value, then more of that asset class may be purchased while values are depressed. Sometimes, the investment team may seek shorter term (tactical) allocations.

Accredited Investors

The United States Securities and Exchange Commission (SEC) has established a category of investor deemed "Accredited." To qualify, an individual investor must meet one of the following criteria:

1. be a natural person who has individual net worth, or joint net worth with the person's spouse, that exceeds \$1 million at the time of an investment (not including his or her personal residence); or
2. be a natural person with income exceeding \$200,000 in each of the two most recent years or joint income with a spouse exceeding \$300,000 for those years and a reasonable expectation of the same income level in the current year.

There are other criteria for institutions, such as trusts or charities, before they may qualify as accredited investors.

The advantage of being an accredited investor is that there are certain investment opportunities that investors can access that are not allowed for non-accredited investors. These investment opportunities may have higher risks. Also, in-depth information must be provided to the investor before investing in these types of products.

LONGVIEW may recommend some of these investments to accredited investors if circumstances warrant.

Please see disclosure at Item 4 regarding **Private Investment Funds**.

Block Trading

Longview, at its discretion, may use model portfolios, providing similar or identical portfolios to a group of clients, the grouping being based on client risk tolerance and account size. Longview may trade across an

entire group of accounts within the same model, either purchasing or selling identical percentage quantities of securities within the group at the same time.

Trade Error Correction Procedures

On infrequent occasions, an error may be made in a client account. For example, a security may be erroneously purchased for the account instead of sold. In these situations, LONGVIEW generally seeks to rectify the error by placing the client account in a similar position as it would have been had there been no error. Depending on the circumstances, various corrective steps may be taken, including among others, canceling the trade or adjusting an allocation. Any gain from the trading error that is not due the client will normally remain the property of LONGVIEW.

Please Note: Investment Risk. Much of our research is based on past performance. There is no guarantee that past performance will ensure future results. There is no stated or implied guarantee that portfolios will meet any specific performance objective. There may be losses of invested capital.

Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by LONGVIEW) will be profitable or equal any specific performance level(s).

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of LONGVIEW or the integrity of LONGVIEW's management.

LONGVIEW has no legal or disciplinary events applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

LONGVIEW has a corporate membership with the National Association of Personal Financial Advisors (NAPFA). All CERTIFIED FINANCIAL PLANNER™ practitioners at LONGVIEW are encouraged to become NAPFA-Registered Financial Advisors®, the top level of membership in the NAPFA organization. All NAPFA-Registered Financial Advisors® must meet the following criteria:

Have at least three years of comprehensive financial planning experience,

Have a sample comprehensive financial plan or pass a peer review interview,

Possess a Bachelor's degree from an accredited institution,

Possess the CERTIFIED FINANCIAL PLANNER™ designation awarded by the Certified Financial Planner Board of Standards, Inc.,

Adhere to NAPFA's Fiduciary Oath, Standards of Membership and Affiliation, and Bylaws,

Obtain sixty hours of continuing education every two years (this is twice the CFP® requirement),

Provide investment and/or financial advice on a strictly Fee-Only basis and,

Continue to meet NAPFA's standards for strong character and adherence to the laws and regulation governing the profession.

Item 11 – Code of Ethics

LONGVIEW has adopted a Code of Ethics applicable to all persons of the firm describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts, and personal securities trading procedures, among other things. All persons at LONGVIEW must acknowledge the terms of the Code of Ethics annually, or as amended.

LONGVIEW rarely recommends individual securities to clients. In those rare circumstances, employees could trade in their own accounts the same securities as are recommended to clients. The Code of Ethics is designed to assure that LONGVIEW employee securities transactions, activities and interests 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. Employee trading is continually monitored under the Code of Ethics to reasonably prevent conflicts of interest between LONGVIEW and its clients.

LONGVIEW's clients or prospective clients may request a copy of the firm's Code of Ethics.

Item 12 – Brokerage Practices

Suggestion of Brokers (Custodians)

LONGVIEW uses broker / dealers as custodians for client assets. In selecting a custodian, LONGVIEW will endeavor to select those who will provide the best services at reasonable rates. The reasonableness of commissions is based on several factors, including the custodian's ability to provide professional services, competitive commission rates, volume discounts, execute price negotiations, the custodian's reputation, experience and financial stability and the quality of service rendered in other transactions. Best execution is not measured solely by reference to commission rates. Paying a custodian a higher commission rate than another custodian might charge is permissible if the difference in cost is reasonably justified by the quality of the brokerage services offered.

LONGVIEW will generally recommend that a client in need of brokerage and custodial services utilize Fidelity Institutional, a division of Fidelity Brokerage Services, LLC ("Fidelity"), Member NYSE/SIPC. Fidelity offers independent investment advisers services, which include custody of client securities, trade execution, clearance and settlement of transactions, and daily research and investment information.

There is no direct link between the Firm's participation in Fidelity programs and the investment advice it gives to its clients. However, LONGVIEW does receive economic benefits through its participation in these programs that are typically not available to retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving adviser participants; access to block trading (which provides the ability to aggregate securities transactions

for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to LONGVIEW by third party vendors. Fidelity may also have paid for business consulting and professional services received by LONGVIEW's related persons. Some of the products and services made available by these companies through the program may benefit LONGVIEW but may not directly benefit its client accounts. These products or services may assist LONGVIEW in managing and administering client accounts, including accounts not maintained at the broker/dealer. Other services made available by Fidelity are intended to help LONGVIEW manage and further develop its business enterprise. The benefits received by the Firm or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to Fidelity. As part of its fiduciary duties to clients, the Firm endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by LONGVIEW in and of itself creates a potential conflict of interest and may indirectly influence LONGVIEW's choice of Fidelity for custody and brokerage services.

The Firm may receive benefits such as assistance with conferences and educational meetings from product sponsors.

LONGVIEW's Chief Compliance Officer, Jessica Hovis Smith, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest such arrangement may create.

Item 13 – Review of Accounts

Client accounts are periodically monitored. Reviews for possible changes will be conducted by a professional who holds the CERTIFIED FINANCIAL PLANNERTM designation. Any material change in the client's financial circumstances would trigger an additional review of a client's account. Such changes might include, but are not limited to: changes in economic conditions, changes in the client's financial situation or investment objectives, and the client's request for an additional review of the account.

LONGVIEW will provide clients with a quarterly performance report and a billing statement. In addition to quarterly statements and transaction confirmations, clients will also receive monthly statements directly from their account custodian(s). Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities. The client is encouraged to review all account statements for accuracy. LONGVIEW has electronic access via a secure link with the applicable custodians.

Other reports can be provided upon client's request.

Item 14 – Client Referrals and Other Compensation

LONGVIEW receives referrals from clients, other professionals, and the National Association of Personal Financial Advisors (NAPFA). We do not pay for any referrals.

Item 15 – Custody

No Physical Custody

Client funds are invested in an account in their name at a discount broker that is not affiliated with LONGVIEW. (See Item 12 Brokerage Practices for discussion of the recommended brokers.) LONGVIEW does not have physical custody of client assets. Clients sign a limited power of attorney that enables LONGVIEW to buy and sell within each client account.

The Securities and Exchange Commission (SEC) considers an advisor deemed to have custody if the advisor has access to an on-line retirement account that allows on-line changes of addresses plus the ability to make distributions. If this situation exists, LONGVIEW will have an independent auditor annually conduct a surprise examination of a sample of those accounts.

Item 16 – Investment Discretion

Clients usually grant LONGVIEW discretionary authority in the client agreement to make changes to their accounts (except accredited investor/private investment funds-see previous disclosure regarding private investment funds at Item 4). Discretionary authority means that LONGVIEW, without consultation with the client, can make purchases and sells within the client's accounts when it is believed to be in the best interest of the client. In all cases, such discretion is to be exercised in a manner consistent with the client's Investment Policy Statement.

If alternative investments are recommended to accredited investors, documents explaining the details of the investment are provided to the investor and the investor has a direct agreement with the company providing the alternative investment. In these cases, LONGVIEW does not have discretionary authority.

Item 17 – Voting *Client* Securities

LONGVIEW will not vote proxies on behalf of clients. Neither LONGVIEW, nor the custodian, will be required to take any action or render any service with respect to the voting of proxies. Additionally, if the client account is subject to ERISA, the plan sponsor or the plan fiduciary is responsible for the voting of proxies.

Item 18 – Financial Information

Registered investment advisors are required in this Item to provide you with certain financial information or disclosures about their financial condition. LONGVIEW has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.

Part 2B of Form ADV

For

Longview Financial Advisors, Inc

March 26, 2015

Item 1- Cover Page

**Offices: 2430 L&N Drive, Suite A, Huntsville, AL 35801
110 Bay Street, Gadsden, AL 35901**

Phone: 256-534-1196

This Brochure Supplement provides information about Jeffrey Cedarholm, Larry K. West, Jessica Hovis Smith, Charles “Wes” Johnson, P. Andrew Gipner, Jeffrey W. Jones and Whitney M. Rhyne that supplements the Longview Financial Advisors, Inc. Brochure. You should have received a copy of that Brochure. Please contact Debbie Wright at 256-534-1196 if you did not receive Longview Financial Advisors, Inc.’s Brochure or if you have any questions about the contents of this supplement.

The following describes the background on key Longview Financial Advisors, Inc. employees.

The format is dictated by the Securities and Exchange Commission.

A description of the professional designations listed for the employees is shown at the end of this Brochure Supplement.

JEFFREY R. CEDARHOLM, CFP®, ChFC®, CLU®



Item 2- Educational Background and Business Experience

Year of Birth: 1952

Formal Education After High School:

- Washington & Lee University, Bachelor of Science, Geology, 1974
- College of Financial Planning, CFP® Professional Education Program, 2000
- The American College, Chartered Financial Consultant (ChFC®), 2002
- The American College, Chartered Life Underwriter (CLU®), 2003

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2000
- NASD Series 65, Uniform Investment Adviser Law Exam, March 2000
- Member, Financial Planning Association, August 1999 to present
- NAPFA (National Association of Personal Financial Advisors) Registered Financial Advisor, August 1999 to present

Business Background:

- President and Chief Investment Officer, Longview Financial Advisors, Inc., 2010 to present
- President, Longview Financial Advisors, LLC, 2008 - 2009
- Owner, Cedarholm & Eugenias, LLC, 2003 - 2008
- President, Cedarholm Advisors, 2000 – 2003
- Owner, Cedar Properties, 1981 to present (rental real estate)
- Owner and Manager, ESI Metals Corporation, 1974 - 1999
- Owner, Cedar II, Inc., (Equipment Leasing Company), 1984 – 1999

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Jeffrey Cedarholm.

Item 4- Other Business Activities

Jeffrey is not involved in any business that would create a conflict of interest with his duties at LONGVIEW.

Item 5- Additional Compensation

Jeffrey does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As President and Chief Investment Officer of the firm, he is responsible for selecting & approving all investments, making trades, and preparing economic and investment presentations for clients. His activities are monitored by the Chief Compliance Officer, Jessica Hovis Smith, and the Chairman of the Board, Larry West, (2430 L&N Drive, Suite A, Huntsville, AL 35901 – 256-534-1196) by implementation of the company's compliance policies and procedures.

LARRY K. WEST, CFP®, MBA, EA



Item 2- Educational Background and Business Experience

Year of Birth: 1941

Formal Education After High School:

- Louisiana Polytechnic University, Bachelor of Science in Mathematics, 1965
- California State University, Masters in Business Administration, 1978
- National Endowment for Financial Education, CFP® Professional Education Program, 1996
- Enrolled Agent preparation course earning the Enrolled Agent (EA) designation by the Internal Revenue Service, 1997

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 1996
- Member, National Association of Personal Financial Advisors, 1997 to 2014
- NAPFA (National Association of Personal Financial Advisors) Corporate Member, 2014 to present
- Enrolled Agent (EA) designation by the Internal Revenue Service, 1997
 - Authorized to represent clients to the IRS

Business Background:

- Chairman of the Board, Longview Financial Advisors, Inc., 2010 to present

- President, West Financial Consulting, Inc., 2001 - 2009
- President & Sole Proprietor, West Financial Consulting, 1994 - 2001
- Director of Business, McDonnell Douglas, Huntsville Division, 1990 - 1993
- Senior Manager for Subcontracts, McDonnell Douglas Delta Launch Vehicles, 1986 - 1990
- Air Force Officer, Negotiated contracts for Satellite and Space Launch Vehicles, 1966-1986

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Larry.

Item 4- Other Business Activities

Larry is not involved in any business that would create a conflict of interest with his duties at LONGVIEW.

Item 5- Additional Compensation

Larry does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

Larry is not involved in the day-to-day tasks at LONGVIEW. However, he may give consultation to employees, give presentations or speak with current or prospective clients as may be necessary. His activities are monitored by the Chief Compliance Officer, Jessica Hovis Smith, and the CEO, Jeffrey R. Cedarholm.

JESSICA HOVIS SMITH, CFP®, CLU®, CPWA®



Item 2- Educational Background and Business Experience

Year of Birth: 1982

Formal Education After High School:

- University of Alabama, Bachelor of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2005
- Income Tax Course, H&R Block, 2005
- College For Financial Planning, Certified Mutual Fund Counselor program, 2007
- The American College, Chartered Life Underwriter (CLU®), 2008
- Investment Management Consultants Association®, Certified Private Wealth Advisor certification program in conjunction with The University of Chicago Booth School of Business, 2012

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2006
- Chartered Life Underwriter™ Examinations, 2008
- Chartered Private Wealth AdvisorSM Exam, 2012

- NAPFA Registered Financial Advisor, National Association of Personal Financial Advisors,

January 2008 to present

- South Region Board Member of the National Association of Personal Financial Advisors, 2009 to 2013
- Investment Management Consultants Association® member, 2012 to present
- Huntsville Financial and Estate Planning Council Member, 2010 to present
 - Council Board Member, 2013 to present

Business Background:

- Vice President, Chief Compliance Officer, and Director of Financial Planning, Longview Financial Advisors, 2012 to present
- Financial Planner, Longview Financial Advisors, Inc., 2010 to present
- Financial Planner, West Financial Consulting, Inc., 2005-2009

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Jessica.

Item 4- Other Business Activities

Jessica is not involved in any business that would create a conflict of interest with her duties at LONGVIEW.

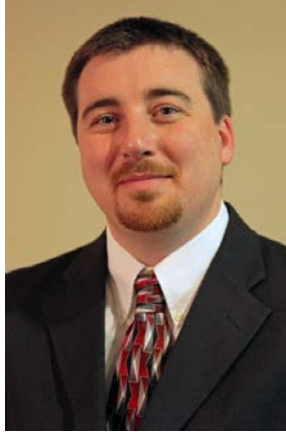
Item 5- Additional Compensation

Jessica does not receive any special compensation that would deter her from focusing her efforts on the best interest of the client.

Item 6 - Supervision

As the Director of Financial Planning at Longview, Jessica provides investment status of accounts to clients and presents investment presentations created by Jeffrey Cedarholm, President and Chief Investment Officer (110 Bay Street, Gadsden, AL 35901). Jeffrey is her direct supervisor.

CHARLES WESLEY “WES” JOHNSON, M.S.



Item 2- Educational Background and Business Experience

Year of Birth: 1983

Formal Education After High School:

- Jacksonville State University, Bachelor of Science, Economics, 2005
- University of Alabama, Master of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2006
- University of Alabama, enrolled in Master of Business Administration program, 2010 to present

Examinations/Associations:

- Corporate Member of the National Association of Personal Financial Advisors (NAPFA)

Business Background:

- Longview Financial Advisors, Inc. 2010 to present
- Longview Financial Advisors, LLC 2008 - 2009
- Cedarholm & Eugenias, LLC 2006 – 2008

- President of Charles and Lisa Johnson Memorial Foundation, 2003 to present

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Wes.

Item 4- Other Business Activities

Wes is not involved in any business that would create a conflict of interest with his duties at LONGVIEW.

Item 5- Additional Compensation

Wes does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

Wes does not give direct advice to clients, but does conduct research in support of LONGVIEW's investment team. He also affects trades under the direction of Jeffrey Cedarholm, President and Chief Investment Officer, (110 Bay Street, Gadsden, AL 35901 – 256-534-1196). Jeffrey Cedarholm is his direct supervisor.

P. ANDREW GIPNER, CFP®, M.S.



Item 2- Educational Background and Business Experience

Year of Birth: 1987

Formal Education After High School:

- University of Alabama, Bachelor of Science, Education with emphasis in Social Science, 2010
- University of Alabama, Master of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2011

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2013
- NAPFA Registered Financial Advisor, National Association of Personal Financial Advisors,, (NAPFA)
- Member of the Financial Planning Association, (FPA)

Business Background:

- Longview Financial Advisors, Inc., 2011 to Present
- First Protective Insurance Group, 2010-2011

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Andrew.

Item 4- Other Business Activities

Andrew is not involved in any business that would create a conflict of interest with his duties at LONGVIEW.

Item 5- Additional Compensation

Andrew does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As a financial planner of the firm, Andrew provides investment status of accounts to clients and presents investment presentations created by Jeffrey Cedarholm, President and Chief Investment Officer (110 Bay Street, Gadsden, AL 35901). Jessica Smith is his direct supervisor.

JEFFREY W. JONES, M.S.



Item 2- Educational Background and Business Experience

Year of Birth: 1977

Formal Education After High School:

- University of Alabama in Huntsville, Bachelor of Science in Business Administration, Management of Information Systems, 2001
- University of Alabama, Master of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2012

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2014
- Corporate member of the National Association of Personal Financial Advisors, (NAPFA)

Business Background:

- Longview Financial Advisors, Inc., 2013 to Present
- Eugenias Advisory Group, LLC, 2012 to 2013
- National Aeronautics and Space Administration (NASA) Contractor, 2006 to 2012
- COLSA Corporation, Department of Defense Contractor, 2000 to 2006

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Jeff.

Item 4- Other Business Activities

Jeff is not involved in any business that would create a conflict of interest with his duties at LONGVIEW.

Item 5- Additional Compensation

Jeff does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As a financial planner of the firm, Jeff provides investment status of accounts to clients and presents investment presentations created by Jeffrey Cedarholm, President and Chief Investment Officer (110 Bay Street, Gadsden, AL 35901). Jessica Smith is his direct supervisor.

Whitney M. Rhyne, M.S.



Item 2- Educational Background and Business Experience

Year of Birth: 1991

Formal Education After High School:

- University of Alabama in Huntsville, Bachelor of Science in Human Environmental Sciences, Human Development and Family Studies, 2013
- University of Alabama, Master in Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2014

Examinations/Associations:

- Corporate member of the National Association of Personal Financial Advisors, (NAPFA)

Business Background:

- Longview Financial Advisors, Inc., 2014 to Present

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

There are NO legal or disciplinary events against Whitney.

Item 4- Other Business Activities

Whitney is not involved in any business that would create a conflict of interest with her duties at LONGVIEW.

Item 5- Additional Compensation

Whitney does not receive any special compensation that would deter her from focusing her efforts on the best interest of the client.

Item 6 - Supervision

As a paraplanner of the firm, Whitney does not give direct investment advice to clients, but assists advisors with client planning needs. Jessica Smith is her direct supervisor.

PROFESSIONAL DESIGNATIONS

MINIMUM QUALIFICATIONS REQUIRED FOR EACH DESIGNATION

CFP® - Certified Financial Planner

Issued by: [Certified Financial Planner Board of Standards, Inc.](#)

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- 3 years of full-time professional experience in the financial planning process or 2 years of apprenticeship experience that meets additional requirements.

Educational Requirements: Candidate must complete a CFP-board registered program at an accredited university or hold one of the following and complete a capstone course:

- CPA
- ChFC
- Chartered Life Underwriter (CLU)
- CFA
- Ph.D. in business or economics
- Doctor of Business Administration
- Attorney's License

Examination Type: Two day, 10-hour CFP Certification Examination

Continuing Education Requirements: 30 hours every 2-years

Code of Ethics must be signed and adhered to.

ChFC® - Chartered Financial Consultant

Issued by: [The American College](#)

Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation.

Educational Requirements: 6 core and 2 elective courses.

Examination Type: Final proctored exam for each course.

Continuing Education Requirements: 30 hours of continuing education every 2 years.

Code of Ethics must be signed and adhered to.

CLU®- Chartered Life Underwriter

Issued by: The American College

Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation.

Educational Requirements: 5 core and 3 elective courses

Examination Type: Final proctored exam for each course

Continuing Education Requirements: 30 hours of continuing education every two years.

Code of Ethics must be signed and adhered to.

Enrolled Agent (EA)

Issued by: Internal Revenue Service

Educational Requirements: None

Examination Type: Comprehensive, two day test administered by the Internal Revenue Service called the Special Enrollment Examination.

Continuing Education/Experience Requirements: 72 hours of continuing education credit over a 3-year period, with a minimum of 16 hours each year.

Code of Ethics must be signed and adhered to.

CPWA®- Chartered Private Wealth AdvisorSM

Issued by: Investment Management Consultants Association®

Prerequisites/Experience Required: 5 years of full-time professional client-centered experience in financial services or a related industry

Educational Requirements: 6-month self-study program, followed by 5 days in class at The University of Chicago Booth School of Business

Examination Type: Final comprehensive exam

Continuing Education Requirements: 40 hours of continuing education every two years

Code of Ethics must be signed and adhered to.

NAPFA (National Association of Personal Financial Advisors) Registered Financial Advisor

Issued by: National Association of Personal Financial Advisors

Prerequisites/Experience Required: Candidate must meet all of the following requirements:

Have at least three years of comprehensive financial planning experience,

Provide investment and/or financial advice on a strictly Fee-Only basis,

Possess the CERTIFIED FINANCIAL PLANNER™ designation awarded by the Certified Financial Planner Board of Standards, Inc.,

Adhere to NAPFA's Fiduciary Oath, Standards of Membership and Affiliation, and Bylaws,

Educational Requirements: Bachelor's Degree

Examination Type: Have a sample comprehensive financial plan pass a peer review process.

Continuing Education Requirements: 60 hours of continuing education every two years

NAPFA Corporate Member

LONGVIEW has a corporate membership with NAPFA that allows all members of the firm to participate in NAPFA sponsored activities