



## **Financial Life Focus, LLC**

### **Form ADV Part 2A – Disclosure Brochure**

**Effective: April 2, 2015**

This Disclosure Brochure provides information about the qualifications and business practices of Financial Life Focus, LLC (herein “Financial Life Focus” or the “Advisor”). If you have any questions about the contents of this Disclosure Brochure, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Financial Life Focus, LLC is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). The information in this Disclosure Brochure has not been approved or verified by the SEC or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about Financial Life Focus to assist you in determining whether to retain the Advisor.

Additional information about Financial Life Focus and its advisory persons are available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Financial Life Focus, LLC**  
**CRD No: 152904**  
**70 Orange Ave, Suite 245**  
**Livingston, NJ 07039**  
**Phone: (973) 533-0666**  
[www.financial-lifefocus.com](http://www.financial-lifefocus.com)

## Item 2 – Material Changes

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Form ADV 2 is divided into two parts: *Part 2A and Part 2B*. *Part 2A* (the “Disclosure Brochure”) provides information about a variety of topics relating to an Advisor’s business practices and conflicts of interest. *Part 2B* (the “Brochure Supplement”) provides information about advisory personnel of Financial Life Focus.

Financial Life Focus believes that communication and transparency are the foundation of our relationship and continually strive to provide our Clients with the complete and accurate information at all times. We encourage all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

### Material Changes

There have been no material changes to our Disclosure Brochure since the last time we delivered this brochure.

### Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Financial Life Focus.

At any time, you may view the current Disclosure Brochure on-line at the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

To review the Advisor information for Financial Life Focus:

- Click **Investment Advisor Search** in the left navigation menu.
- Select the option for **Investment Advisor Firm** and enter **152904** (our Advisor’s CRD number) in the field labeled “Firm IARD/CRD Number”.
- This will provide access to Form ADV Part 1 and Part 2.
- Item 11 of the ADV Part 1 lists legal and disciplinary questions regarding the Advisor.
- In the left navigation menu, Form ADV Part 2 is located near the bottom.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (973) 533-0666.

### **Item 3 – Table of Contents**

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#### **Brochure Supplement**

Item 1 – Cover Page .....	1
Item 2 – Material Changes .....	2
Item 3 – Table of Contents .....	3
Item 4 – Advisory Services.....	3
Item 5 – Fees and Compensation .....	4
Item 6 – Performance-Based Fees.....	6
Item 7 – Types of Clients .....	6
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	7
Item 9 – Disciplinary Information.....	8
Item 10 – Other Financial Activities and Affiliations.....	8
Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading .....	8
Item 12 – Brokerage Practices .....	9
Item 13 – Review of Accounts.....	9
Item 14 - Client Referrals and Other Compensation .....	10
Item 15 – Custody .....	10
Item 16 – Investment Discretion .....	10
Item 17 – Voting Client Securities .....	10
Item 18 – Financial Information .....	10

#### **Disclosure Brochures**

Form ADV2B - Michael F. Kay .....	10
Form ADV2B – Jeremy D. Levinn .....	10
Form ADV2B – Olga L. Raykhelson.....	10
Form ADV2B – Hugues G. Rivard .....	22
Form ADV2B – Anthony G. Villa .....	25
Form ADV2B – Alexander L. Crisfi .....	28

#### **Privacy Policy**

Privacy Policy .....	29
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## **Item 4 – Advisory Services**

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Founded by its managing member and principal owner, Michael Kay, Financial Life Focus provides financial planning and investment management services to individuals, high net worth individual, charities, trusts, and pension/profit sharing plans (each a “Client”). The Advisor applies the principles of Financial Life Planning® to develop and nurture mutually beneficial relationships with its Clients and their families. Financial Life Focus aims to empower its Clients to approach their lives and resources in a balanced and successful manner by seeking to: act with integrity, compassion, and the highest level of professional standards; guide Clients to understand and articulate their core values and improve their comfort in addressing financial issues; explore Clients’ needs and concerns and help them to navigate life transitions; and create and support the implementation of wealth-building strategies that align with Clients’ goals and dreams.

Prior to engaging Financial Life Focus to provide any of the foregoing investment advisory services, the Client is required to enter into one or more written agreements with the Advisor setting forth the terms and conditions under which Financial Life Focus renders its services (collectively the “Agreement”).

Financial Life Focus has been in business since October 2001, and has been in business as an SEC registered investment advisor since June 2010. The Advisor has \$167,221,974 in assets under management as of December 31, 2014, all of which are managed on a non-discretionary basis.

This Disclosure Brochure describes the business of Financial Life Focus. Certain sections will also describe the activities of its Supervised Persons. Supervised Persons are any of the Advisor’s officers, partners, directors (or other persons occupying a similar status or performing similar functions), or employees, or any other person who provides investment advice on Financial Life Focus’ behalf and is subject to Financial Life Focus’ supervision or control.

### Financial Planning Services

Financial Life Focus may provide its Clients with a broad range of comprehensive financial planning services. As detailed in Item 8, these services are based on the principles of Financial Life Planning®.

The Client is not obligated to implement any suggestions made by the Advisor in the financial plan, and may accept or reject any of Financial Life Focus’ recommendations. In order to keep the financial plan current, the Client is advised to notify the Advisor if there is ever any change in financial situation or investment objectives. Financial planning supports the Advisor’s investment management services, and the financial plan drives any management decisions. Therefore, Financial Life Focus recommends itself to implement its recommendations through its relationship with LWI Financial Inc. (herein “LW” and as detailed below). Clients are advised that a conflict of interest exists when Financial Life Focus recommends its own services.

### Investment Management Services

Clients can engage Financial Life Focus to manage all or a portion of their assets on a non-discretionary basis. Financial Life Focus primarily allocates Clients’ investment management assets among institutional mutual funds and exchange-traded funds (“ETFs”), in accordance with the investment objectives of the Client. To accomplish this, and as further discussed in response to Items 8 and 12 below, Financial Life Focus recommends that Clients use the asset allocation services of LW. LW is an unaffiliated investment adviser registered with the SEC. LW provides an asset allocation and investment account management platform and associated administrative services to Financial Life Focus and its Clients.

Financial Life Focus tailors its advisory services to the individual needs of Clients. The Advisor consults with Clients initially and on an ongoing basis to develop an investment policy statement (“IPS”) which determines risk tolerance, time horizon and other factors that may impact the Clients’ investment needs. Prior to completing an IPS, the Advisor requests that the Client completes a risk tolerance assessment. Financial Focus ensures that Clients’ investments are suitable for their investment needs, goals, objectives and risk tolerance. Financial Life Focus then provides the Client’s investment strategy, trade restrictions and target allocation to LW to implement the plan.

Clients may impose reasonable restrictions or mandates on the management of their account if, in Financial Life Focus' sole discretion, the conditions will not materially impact the performance of a portfolio strategy or prove overly burdensome to its management efforts.

## **Item 5 – Fees and Compensation**

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Financial Life Focus offers its services on a fee basis, which may include hourly and/or fixed fees, as well as fees based upon assets under management.

### Financial Planning Fees

Financial Life Focus may charge a fixed fee or hourly fee for financial planning services. These fees are negotiable, but generally range from \$2,500 to \$10,000 on a fixed fee basis or from \$75 to \$350 per hour, depending upon the level and scope of the services and the professional rendering the financial planning services. If the Client engages Financial Life Focus for additional investment advisory services, Financial Life Focus may offset all or a portion of its fees for those services based upon the amount paid for the financial planning services.

All services are provided only after a Client signs a written agreement, which describes all services Financial Life Focus will provide and the fees the Client will pay for those services. Generally, the Advisor requires a deposit of one-half of the financial planning fee when the written agreement is signed. The balance is typically due upon delivery of the financial plan or completion of other services. Either party may terminate the agreement by written notice to the other. In the event the Client terminates the agreement, the balance of any unearned fees will be refunded. If the Client terminates an agreement within five business days of entering it, Financial Life Focus will refund any deposit in full. Generally, the Advisor will suggest to the Client an annual review and or update of the financial plan and will charge an additional annual fee for any review or update.

### Investment Management Fees

Financial Life Focus provides investment management services for an annual fee based upon a percentage of the market value of the assets being managed by the Advisor. The Advisor's annual fee is exclusive of, and in addition to brokerage commissions, transaction fees, and other related costs and expenses, which are incurred by the Client. The Client will be charged separately by the account custodian for these additional charges. Financial Life Focus does not receive any portion of these additional charges. Financial Life Focus' annual fee is prorated and charged quarterly, in advance, based upon the market value of the assets on the last day of the previous quarter. The annual fee varies (between 0.25% and 1.20%) depending upon the market value of the assets under management, as follows:

Portfolio Value	Annual Fee %
Up to \$500,000	1.20%
\$500,001 - \$1,000,000	1.00%
\$1,000,001 – \$2,000,000	0.85%
\$2,000,001 - \$3,000,000	0.70%
3,000,001 - \$4,000,000	0.55%
\$4,000,001- \$5,000,000	0.35%
Above \$5,000,000	0.25%

Financial Life Focus, in its sole discretion, may negotiate to charge a lesser management fee based upon certain criteria (i.e., anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing Client, account retention, *pro bono* activities, etc.).

### Fees Charged by Financial Institutions

As further discussed in response to Item 12 below, Financial Life Focus recommends that Clients utilize the asset allocation services of LW with securities accounts held at and brokerage services provided by a qualified independent custodian recommended by Financial Life Focus through Loring Ward Securities, Inc. as a fully disclosed introducing broker.

Clients may incur certain charges imposed by third parties including, but not limited to, charges imposed directly by a mutual fund or ETF in the account, which shall be disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), 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. Additionally Clients may incur brokerage commissions and transaction fees. Such charges, fees and commissions are exclusive of and in addition to Financial Life Focus' fee.

Financial Life Focus directs LW to debit the Client's account for the amount of Financial Life Focus' fee and to pay that management fee to the Advisor in accordance with applicable custody rules. LW has agreed to send a statement to the Client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid to Financial Life Focus. Clients cannot elect to have Financial Life Focus send an invoice for payment of fees.

### Fees for Management During Partial Quarters of Service

For the initial period of investment management services, the fees are calculated on a pro rata basis.

The *Agreement* between Financial Life Focus and the Client will continue in effect until terminated by either party pursuant to the terms of the *Agreement*. Financial Life Focus' fees are prorated through the date of termination and any remaining balance is charged or refunded to the Client, as appropriate, in a timely manner.

Clients may make additions to and withdrawals from their account at any time, subject to Financial Life Focus' right to terminate an account. Additions may be in cash or securities provided that Financial Life Focus reserves the right to liquidate any transferred securities or decline to accept particular securities into a Client's account. Clients may withdraw account assets on notice to Financial Life Focus, subject to the usual and customary securities settlement procedures. However, Financial Life Focus designs its portfolios as long-term investments and the withdrawal of assets may impair the achievement of a Client's investment objectives. The Advisor may consult with its Clients about the options and ramifications of transferring securities. However, Clients are advised that when transferred securities are liquidated, they are subject to transaction fees, fees assessed at the mutual fund level (i.e. contingent deferred sales charge) and/or tax ramifications.

If assets are deposited into or withdrawn from an account after the start of a quarter, the fee payable with respect to such assets will not be adjusted or prorated based on the number of days remaining in the quarter.

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

Financial Life Focus does not provide any services for performance-based fees. Performance-based fees are those based on a share of capital gains on or capital appreciation of the assets of a Client.

## **Item 7 – Types of Clients**

Financial Life Focus generally provides its services to individuals. However, the Advisor also may provide advice to pension and profit sharing plans, trusts, estates, charitable organizations, corporations and business entities.

### Minimum Account Size

As a condition for starting and maintaining a relationship, Financial Life Focus generally imposes a minimum portfolio size of \$100,000. The Advisor, in its sole discretion, may accept Clients with smaller portfolios based upon certain criteria including anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing Client, account retention,

and pro bono activities. Financial Life Focus only accepts Clients with less than the minimum portfolio size if, in the sole opinion of Financial Life Focus, the smaller portfolio size will not cause a substantial increase of investment risk beyond the Client's identified risk tolerance. Financial Life Focus may aggregate the portfolios of family members to meet the minimum portfolio size.

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

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### **A. Investment Strategies and Methods of Analysis**

Financial Life Focus applies the principles of Financial Life Planning® as a methodology in an effort to help Clients achieve their preferred future. The Advisor consults with Clients initially and on an ongoing basis to develop an IPS which determines risk tolerance, time horizon and other factors that may impact the Clients' investment needs. The Advisor takes into consideration factors such as retirement, education, estate planning, business planning, investments, insurance, and tax and cash flow needs of the Client. Specifically, as part of this initial analysis, Financial Life Focus speaks to Clients about the following principles:

- **Choice:** Identifying the choices that Clients have in mid-life and beyond, and addressing them in financial strategies, retirement decisions and quality-of-life decisions such as careers, relocation, meaningful use of time, and personal and professional growth.
- **Consequences of options:** Every financial decision Clients make have consequences - Financial Life Planning® seeks to help Clients view them as a whole, functioning part of their personal, professional and financial development over time.
- **Self-direction:** Self-reliance and personal responsibility are two overarching themes in life planning.
- **Intentionality:** Life planning is not an accidental occurrence. It is an intentional process. At times, the intent needs definition, direction and clarification. Financial Life Focus works with Clients to help them find that direction.
- **Empowerment:** The Financial Life Planning® process is designed with the goal of empowering individuals to make good decisions for themselves and their loved ones. At times, individuals need to be encouraged to recognize that they have the power to design their own future. This is closely aligned to being self-directed and intentional in one's efforts.
- **Holistic Planning:** Life planning is holistic. Financial security must be made to serve and reinforce Client's personal values, visions and aspirations for the future.
- **Integrity in Evaluation:** The intention of life planning is one of candor. While keeping welfare a top priority, Financial Life Focus will help Clients make an honest and open assessment of their financial situation and options for the future.
- **Personal Attention:** Life planning is focused on the individual. Therefore, it is highly personal. No two individuals are the same. The uniqueness of each individual is valued on a personal level.

As part of completing the IPS, Financial Life Focus primarily recommends that Clients allocate their investment management assets among mutual funds and ETFs.

After completion, Financial Life Focus then provides the Client's investment strategy, trade restrictions and target allocation to LW to implement the plan. LW is an unaffiliated SEC registered investment adviser that provides an asset allocation and investment account management platform and associated administrative services to Financial Life Focus and its Clients. Financial Life Focus sets an asset allocation using LW modeling software. LW then implements the allocation communicated to them by Financial Life Focus. The asset allocation program designates specified percentages of assets within several asset classes with the intent of creating a diversified investment portfolio. The assets are managed by either DFA Dimensional Fund Advisors ("DFA") or Structured Assets ("SA"), according to a rules-based passive management approach. Moreover, certain securities transactions for Clients' accounts may be made with Loring Ward Securities Inc., a securities broker-dealer and member of SIPC and FINRA. Clients will be provided with a copy of LW's written disclosure statement in addition to this Disclosure Brochure.



## **B. Risks of Loss**

### *Mutual Funds and ETFs*

An investment in a mutual fund or ETF involves risk, including the loss of principal. Mutual fund and ETF shareholders are necessarily subject to the risks stemming from the individual issuers of the fund's underlying portfolio securities. Such shareholders are also liable for taxes on any fund-level capital gains, as mutual funds and ETFs are required by law to distribute capital gains in the event they sell securities for a profit that cannot be offset by a corresponding loss.

Shares of mutual funds are generally distributed and redeemed on an ongoing basis by the fund itself or a broker acting on its behalf. The trading price at which a share is transacted is equal to a fund's stated daily per share net asset value ("NAV"), plus any shareholders fees. The per share NAV of a mutual fund is calculated at the end of each business day, although the actual NAV fluctuates with intraday changes to the market value of the fund's holdings. The trading prices of a mutual fund's shares may differ significantly from the NAV during periods of market volatility, which may, among other factors, lead to the mutual fund's shares trading at a premium or discount to NAV.

Shares of ETFs are listed on securities exchanges and transacted at negotiated prices in the secondary market. Generally, ETF shares trade at or near their most recent NAV, which is generally calculated at least once daily for indexed-based ETFs and more frequently for actively managed ETFs. However, certain inefficiencies may cause the shares to trade at a premium or discount to their pro rata NAV. There is also no guarantee that an active secondary market for such shares will develop or continue to exist. Generally, an ETF only redeems shares when aggregated as creation units (usually 50,000 shares or more).

### *Market Risks*

The profitability of a portion of Financial Life Focus' recommendations may depend to a great extent upon correctly assessing the future course of price movements of stocks and bonds. There can be no assurance that Financial Life Focus will be able to predict those price movements accurately.

### *Use of LW*

Financial Life Focus recommends LW's investment platform to implement the Client's plan. Financial Life Focus will continue to do ongoing due diligence of LW, but such recommendations rely, to a great extent, on LW's ability to successfully implement their investment strategy.

In addition, LW may manage portfolios by allocating portfolio assets among various mutual funds on a non-discretionary basis using one or more of its proprietary investment strategies (collectively referred to as "investment strategy"). In so doing, LW buys, sells, exchanges and/or transfers shares of mutual funds based upon the investment strategy.

Securities in the investment strategy are usually exchanged and/or transferred without regard to a Client's individual tax ramifications. Certain investment opportunities that become available to Clients may be limited.

### *General Risk of Loss*

Investing in securities involves the risk of loss. Clients should be prepared to bear such loss.

## **Item 9 – Disciplinary Information**

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Financial Life Focus is required to disclose the facts of any legal or disciplinary events that are material to a Client's evaluation of its advisory business or the integrity of management. Financial Life Focus does not have any required disclosures to this Item.

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

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### WCCF Consulting and Development LLC

Mr. Kay is the President of WCCF Consulting and Development LLC, where he works on creating content for publication and speaking at conferences.



### Real Estate

Ms. Raykhelson is a licensed real estate agent for the firm Corcoran based in New York. Ms. Raykhelson spends less than 10% of her time during trading hours.

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

Financial Life Focus and persons associated with Financial Life Focus (“Associated Persons”) are permitted to buy or sell securities that it also recommends to Clients consistent with Financial Life Focus’ policies and procedures.

Financial Life Focus has adopted a code of ethics that sets forth the standards of conduct expected of its associated persons and requires compliance with applicable securities laws (“Code of Ethics”). In accordance with Section 204A of the Investment Advisers Act of 1940 (the “Advisers Act”), its Code of Ethics contains written policies reasonably designed to prevent the unlawful use of material non-public information by Financial Life Focus or any of its associated persons. The Code of Ethics also requires that certain of Financial Life Focus’ personnel (called “Access Persons”) report their personal securities holdings and transactions and obtain pre-approval of certain investments such as initial public offerings and limited offerings.

Unless specifically permitted in Financial Life Focus’ Code of Ethics, none of Financial Life Focus’ Access Persons may effect for themselves or for their immediate family (i.e., spouse, minor children, and adults living in the same household as the Access Person) any transactions in a security which is being actively purchased or sold, or is being considered for purchase or sale, on behalf of any of Financial Life Focus’ Clients.

When Financial Life Focus is purchasing or considering for purchase any security on behalf of a Client, no Access Person may effect a transaction in that security prior to the completion of the purchase or until a decision has been made not to purchase such security. Similarly, when Financial Life Focus is selling or considering the sale of any security on behalf of a Client, no Access Person may effect a transaction in that security prior to the completion of the sale or until a decision has been made not to sell such security. These requirements are not applicable to: (i) direct obligations of the Government of the United States; (ii) money market instruments, bankers’ acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments, including repurchase agreements; (iii) shares issued by mutual funds or money market funds; and (iv) shares issued by unit investment trusts that are invested exclusively in one or more mutual funds.

Clients and prospective Clients may contact Financial Life Focus to request a copy of its Code of Ethics.

## **Item 12 – Brokerage Practices**

As discussed above, Financial Life Focus recommends that Clients utilize the asset allocation services of LW with securities accounts held at and brokerage services provided by a qualified independent custodian recommended by Financial Life Focus through Loring Ward Securities, Inc. as a fully disclosed introducing broker. The asset allocation presented by LW may contain shares of SA Funds Investment Trust, a mutual fund advised by LW. Certain securities transactions for Clients’ accounts may be made with Loring Ward Securities Inc., a securities broker-dealer and member of SIPC and FINRA. Loring Ward Securities Inc. is an affiliate of LW.

Any brokerage commissions and/or transaction fees charged by Loring Ward Securities Inc. are exclusive of and in addition to Financial Life Focus’ fee. The commissions and/or transaction fees charged by Loring Ward Securities Inc. may be higher or lower than those charged by other financial institutions.

Factors which Financial Life Focus considers in recommending Loring Ward Securities Inc. include: its experience, its reputation within the industry, its investment philosophy and discipline, and its working relationship with Dimensional Fund Advisors, which plays a prominent role in the Advisor’s investment strategy.

### **Item 13 – Review of Accounts**

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For those Clients to whom Financial Life Focus provides investment management services, Financial Life Focus monitors those portfolios as part of an ongoing process while regular account reviews are conducted on at least a quarterly basis. For those Clients to whom Financial Life Focus provides financial planning services, reviews are conducted on an “as needed” basis. Such reviews are conducted by one of Financial Life Focus’ investment adviser representatives. All investment advisory Clients are encouraged to discuss their needs, goals, and objectives with Financial Life Focus and to keep Financial Life Focus informed of any changes thereto. Financial Life Focus contacts ongoing investment advisory Clients at least annually to review its previous services and/or recommendations and to discuss the impact resulting from any changes in the Client’s financial situation and/or investment objectives. In addition the Advisor conducts periodic Client meetings and/or conference calls to review Clients’ financial pictures.

Unless otherwise agreed upon, Clients are provided with transaction confirmation notices and regular summary account statements directly from the broker-dealer or custodian for the Client accounts.

Those Clients to whom Financial Life Focus provides financial planning services will receive reports from Financial Life Focus summarizing its analysis and conclusions as requested by the Client or otherwise agreed to in writing by Financial Life Focus.

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

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Financial Life Focus may receive referrals from other professionals and may refer Clients to other professionals as necessary and appropriate. Financial Life Focus does not compensate anyone for Client referrals nor receive any compensation.

### **Item 15 – Custody**

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Financial Life Focus outsources billing to LW who will debit the Client’s account[s] for the amount of Financial Life Focus’ fee and pay that management fee to the Advisor in accordance with applicable custody rules. LW has agreed to send a statement to the Client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid to Financial Life Focus.

### **Item 16 – Investment Discretion**

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Financial Life Focus is required to disclose if it accepts discretionary authority to manage securities accounts on behalf of Clients. Financial Life Focus is considered to exercise investment discretion over a Client’s account if it can effect transactions for the Client without first having to seek the Client’s consent. Financial Life Focus does not exercise discretion on behalf of Clients.

### **Item 17 – Voting Client Securities**

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Financial Life Focus is required to disclose if it accepts authority to vote Client securities. Financial Life Focus does not vote Client securities on behalf of its Clients. Clients receive proxies directly from the *Financial Institutions*.

### **Item 18 – Financial Information**

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Financial Life Focus does not require or solicit the prepayment of more than \$1,200 in fees six months or more in advance and therefore has no disclosures to make with respect to this Item 18.



## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Michael F. Kay, CFP®**  
**President and Chief Compliance Officer**

**Effective: April 2, 2015**

This Brochure Supplement provides information about the background and qualifications of Michael F. Kay, CFP® (CRD# **1420183**) in addition to the information contained in the Financial Life Focus, LLC ("Financial Life Focus" or the "Advisor" CRD #152904) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or the Financial Life Focus Disclosure Brochure, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Additional information about Michael F. Kay is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Michael F. Kay is the President and Chief Compliance Officer of Financial Life Focus, LLC. Mr. Kay, born in 1954, is dedicated to serving the Clients of Financial Life Focus. Mr. Kay earned a Bachelors Degree from Adelphi University in 1974. Additional information regarding Mr. Kay's employment history is included below.

### Employment History:

President and Chief Compliance Officer, Financial Life Focus, LLC	10/2001 to Present
Mid Atlantic Resource Group / Mid Atlantic Benefit Strategies	10/2002 to 06/2010
Securian Financial Services Inc.	10/1986 to 06/2010
Mid Atlantic Insurance Solutions	01/2003 to 01/2010

### Professional Designation: Certified Financial Planner ("CFP®")

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP® Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### Item 3 – Disciplinary Information

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Kay.*** Mr. Kay has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Kay. Securities laws require an advisor to disclose any instances where the Advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Kay.***

However, we do encourage you to independently view the background of Mr. Kay on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter **1420183** in the field labeled "Individual CRD Number".

### Item 4 – Other Business Activities

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Mr. Kay is the President of WCCF Consulting and Development LLC, where he works on creating content for publication and speaking at conferences.

### Item 5 – Additional Compensation

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Mr. Kay has additional business activities were compensation is received. These business activities are detailed in Item 4 above.

### Item 6 – Supervision

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Mr. Kay serves as the President and Chief Compliance Officer of Financial Life Focus. Mr. Kay can be reached at (973) 533-0666.

Financial Life Focus has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients. Further, Financial Life Focus is subject to regulatory oversight by various agencies. These agencies require registration by Financial Life Focus and its employees. As a registered entity, Financial Life Focus is subject to examinations by regulators, which may be announced or unannounced. Financial Life Focus is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Form ADV Part 2B – Brochure Supplement**

**for**

**Jeremy D. Levinn, CFP®**  
**Financial Advisor**

**Effective: April 2, 2015**

This Brochure Supplement provides information about the background and qualifications of Jeremy D. Levinn (CRD# **5400425**) in addition to the information contained in the Financial Life Focus, LLC (“Financial Life Focus” or the “Advisor”) (CRD # 152904) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Financial Life Focus Disclosure Brochure or this Brochure Supplement, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Additional information about Mr. Levinn is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Jeremy D. Levinn is a Financial Advisor with Financial Life Focus. Mr. Levinn, born in 1982, is dedicated to advising Clients of Financial Life Focus. Mr. Levinn earned a Certificate in Financial Planning from New York University of Continuing and Professional Studies in 2006. Mr. Levinn earned a Bachelor of Arts in Government from Wesleyan University in 2004. Additional information regarding Mr. Levinn's employment history is included below.

### Employment History:

Financial Advisor, Financial Life Focus, LLC	09/2012 to Present
N/A, Unemployed	09/2011 to 07/2012
Personal Trainer, Equinox	12/2008 to 08/2011
Advisor, L.J. Altfest & Co., Inc	10/2006 to 03/2008
Professional Poker Player, Self	02/2005 to 06/2006
Paralegal, Slevin & Hart, P.C.	08/2004 to 02/2005
Lab Consultant/Supervisor, Wesleyan University	02/2001 to 05/2004

### Professional Designation: Certified Financial Planner ("CFP®")

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP® Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain



competence and keep up with developments in the financial planning field; and

- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### Item 3 – Disciplinary Information

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**There are no legal, civil or disciplinary events to disclose regarding Mr. Levinn.** Mr. Levinn has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Levinn.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. **As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Levinn.**

However, we do encourage you to independently view the background of Mr. Levinn on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select "Investment Adviser Search" from the left navigation menu. Then select the option for "Individual" and enter **5400425** in the field labeled "Individual Name or CRD#".

### Item 4 – Other Business Activities

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Mr. Levinn is dedicated to the investment advisory activities at Financial Life Focus. Mr. Levinn does not have any other business activities.

### Item 5 – Additional Compensation

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Mr. Levinn is dedicated to the investment advisory activities of Financial Life Focus. Mr. Levinn does not receive any additional forms of compensation.

### Item 6 – Supervision

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Mr. Levinn serves as a Financial Advisor of Financial Life Focus and is supervised by Michael Kay, the Chief Compliance Officer. Mr. Kay can be reached at (973) 533-0666.

Financial Life Focus has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients. Further, Financial Life Focus is subject to regulatory oversight by various agencies. These agencies require registration by Financial Life Focus and its employees. As a registered entity, Financial Life Focus is subject to examinations by regulators, which may be announced or unannounced. Financial Life Focus is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Olga L. Raykhelson, CFP®  
Financial Advisor**

**Effective: April 2, 2015**

This Brochure Supplement provides information about the background and qualifications of Olga L. Raykhelson (CRD# **1995046**) in addition to the information contained in the Financial Life Focus, LLC (“Financial Life Focus” or the “Advisor” CRD #152904) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you have any questions about the contents of this Brochure Supplement or the Financial Life Focus Disclosure Brochure, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Additional information about Olga L. Raykhelson is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Olga L. Raykhelson is a Financial Advisor with Financial Life Focus, LLC. Ms. Raykhelson, born in 1967, is dedicated to serving the Clients of Financial Life Focus. Ms. Raykhelson earned a Master of Business Administration in Investment Finance from Baruch College in 1993 and a Bachelors Degree from State University of New York in 1988. Additional information regarding Ms. Raykhelson's employment history is included below.

### Employment History:

Financial Advisor, Financial Life Focus, LLC	6/2010 to Present
Financial Advisor, Ascend Financial Services, Inc.	05/1997 to Present
Financial Advisor, Minnesota Mutual	02/1997 to 06/2010

### Professional Designation: Certified Financial Planner ("CFP®")

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP® Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 – Disciplinary Information**

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***There are no legal, civil or disciplinary events to disclose regarding Ms. Raykhelson.*** Ms. Raykhelson has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Ms. Raykhelson.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Ms. Raykhelson.***

However, we do encourage you to independently view the background of Ms. Raykhelson on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter **1995046** in the field labeled "Individual CRD Number".

### **Item 4 – Other Business Activities**

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#### Real Estate

Ms. Raykhelson is a licensed real estate agent for the firm Corcoran based in New York. Ms. Raykhelson spends less than 10% of her time during trading hours.

### **Item 5 – Additional Compensation**

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Ms. Raykhelson has additional business activities were compensation is received. These business activities are detailed in Item 4 above.

### **Item 6 – Supervision**

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Ms. Raykhelson serves as a Financial Advisor with Financial Life Focus and is supervised by Michael Kay, the Chief Compliance Officer. Mr. Kay can be reached at (973) 533-0666.

Financial Life Focus has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients. Further, Financial Life Focus is subject to regulatory oversight by various agencies. These agencies require registration by Financial Life Focus and its employees. As a registered entity, Financial Life Focus is subject to examinations by regulators, which may be announced or unannounced. Financial Life Focus is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Hugues G. Rivard, CFP®**  
**Financial Advisor**

**Effective: April 2, 2015**

This Brochure Supplement provides information about the background and qualifications of Hugues G. Rivard (CRD# **5282684**) in addition to the information contained in the Financial Life Focus, LLC (“Financial Life Focus” or the “Advisor” CRD #152904) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or the Financial Life Focus Disclosure Brochure, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Additional information about Hugues G. Rivard is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Hugues G. Rivard is a Financial Advisor with Financial Life Focus, LLC. Mr. Rivard, born in 1968, is dedicated to serving the Clients of Financial Life Focus. Mr. Rivard earned a Master of Business Administration in Finance and Organizational Behavior from Northwestern University in 1995 and a Bachelor of Arts in Mathematical Economics from Colgate University in 1991. Additional information regarding Mr. Rivard's employment history is included below.

### Employment History:

Financial Advisor, Financial Life Focus, LLC	06/2010 to Present
Financial Advisor, Mid Atlantic Resource Group	01/2007 to 06/2010
Financial Advisor, Minnesota Life Insurance Company	01/2007 to 06/2010
Financial Advisor, Securian Financial Services, Inc.	01/2007 to 06/2010
Financial Advisor, Assante / Loring Ward	07/2000 to 01/2007

### Professional Designation: Certified Financial Planner ("CFP®")

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP® Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services

at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 – Disciplinary Information**

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Rivard.*** Mr. Rivard has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Rivard.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Rivard.***

However, we do encourage you to independently view the background of Mr. Rivard on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter **5282684** in the field labeled "Individual CRD Number".

### **Item 4 – Other Business Activities**

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Mr. Rivard is dedicated to the investment advisory activities at Financial Life Focus. Mr. Rivard does not have any other business activities.

### **Item 5 – Additional Compensation**

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Mr. Rivard is dedicated to the investment advisory activities at Financial Life Focus. Mr. Rivard does not receive any additional forms of compensation.

### **Item 6 – Supervision**

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Mr. Rivard serves as a Financial Advisor with Financial Life Focus and is supervised by Michael Kay, the Chief Compliance Officer. Mr. Kay can be reached at (973) 533-0666.

Financial Life Focus has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients. Further, Financial Life Focus is subject to regulatory oversight by various agencies. These agencies require registration by Financial Life Focus and its employees. As a registered entity, Financial Life Focus is subject to examinations by regulators, which may be announced or unannounced. Financial Life Focus is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.





## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Anthony G. Villa, CRPC®**  
**Financial Advisor**

**Effective: April 2, 2015**

This Brochure Supplement provides information about the background and qualifications of Anthony G. Villa (CRD# **803294**) in addition to the information contained in the Financial Life Focus, LLC (“Financial Life Focus” or the “Advisor” CRD #152904) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or the Financial Life Focus Disclosure Brochure, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Additional information about Anthony G. Villa is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

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Anthony G. Villa is Financial Advisor with Financial Life Focus, LLC. Mr. Villa, born in 1950, is dedicated to serving the Clients of Financial Life Focus. Mr. Villa earned a Bachelor of Arts in Economics from Harvard College in 1972. Additional information regarding Mr. Villa's employment history is included below.

### Employment History:

Financial Advisor, Financial Life Focus, LLC	3/2012 to Present
Financial Advisor, Merrill Lynch	02/2008 to 12/2011
Vice President, Institutional and Private Client Sales, Bear Stearns & Co., Inc.	09/1988 to 02/2008

### Professional Designation: Chartered Retirement Planning Counselor ("CRPC®")

Individuals who hold the CRPC® designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process. Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

## Item 3 – Disciplinary Information

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Villa.*** Mr. Villa has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Villa.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Villa.***

However, we do encourage you to independently view the background of Mr. Villa on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter **803294** in the field labeled "Individual CRD Number".

## Item 4 – Other Business Activities

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Mr. Villa is dedicated to the investment advisory activities at Financial Life Focus's Clients. Mr. Villa does not have any other business activities.

## Item 5 – Additional Compensation

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Mr. Villa is dedicated to the investment advisory activities at Financial Life Focus's Clients. Mr. Villa does not receive any additional forms of compensation.

## **Item 6 – Supervision**

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Mr. Villa serves as a Financial Advisor with Financial Life Focus and is supervised by Michael Kay, the Chief Compliance Officer. Mr. Kay can be reached at (973) 533-0666.

Financial Life Focus has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients. Further, Financial Life Focus is subject to regulatory oversight by various agencies. These agencies require registration by Financial Life Focus and its employees. As a registered entity, Financial Life Focus is subject to examinations by regulators, which may be announced or unannounced. Financial Life Focus is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Form ADV Part 2B – Brochure Supplement**

**for**

**Alexander L. Crisafi  
Associate Advisor**

**Effective: April 2, 2015**

This Brochure Supplement provides information about the background and qualifications of Alexander L. Crisafi (CRD# **5814579**) in addition to the information contained in the Financial Life Focus, LLC (“Financial Life Focus” or the “Advisor”) (CRD # 152904) Disclosure Brochure. If you have not received a copy of this Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement or Financial Life Focus Disclosure Brochure, please contact us at (973) 533-0666 or by email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).

Additional information about Mr. Crisafi is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

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Alexander L. Crisafi is an Associate Advisor with Financial Life Focus. Mr. Crisafi, born in 1989, is dedicated to advising Clients of Financial Life Focus. Mr. Crisafi earned a Bachelor of Science in Applied Economic Management from Virginia Polytechnic Institute and State University in 2011. Additional information regarding Mr. Crisafi's employment history is included below.

### Employment History:

Associate Advisor, Financial Life Focus, LLC	10/2013 to Present
Wealth Management Intern, Merrill Lynch	05/2010 to 08/2010
Associate, Blind N' Shade Shop	08/2006 to 08/2013

## Item 3 – Disciplinary Information

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Crisafi.*** Mr. Crisafi has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Crisafi.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Crisafi.***

However, we do encourage you to independently view the background of Mr. Crisafi on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select "Investment Adviser Search" from the left navigation menu. Then select the option for "Individual" and enter **5814579** in the field labeled "Individual Name or CRD#".

## Item 4 – Other Business Activities

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Mr. Crisafi is dedicated to the investment advisory activities at Financial Life Focus. Mr. Crisafi does not have any other business activities.

## Item 5 – Additional Compensation

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Mr. Crisafi is dedicated to the investment advisory activities at Financial Life Focus. Mr. Crisafi does not receive any additional forms of compensation.

## Item 6 – Supervision

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Mr. Crisafi serves as an Associate Advisor with Financial Life Focus and is supervised by Michael Kay, the Chief Compliance Officer. Mr. Kay can be reached at (973) 533-0666.

Financial Life Focus has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Financial Life Focus. Further, Financial Life Focus is subject to regulatory oversight by various agencies. These agencies require registration by Financial Life Focus and its employees. As a registered entity, Financial Life Focus is subject to examinations by regulators, which may be announced or unannounced. Financial Life Focus is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Financial Life Focus, LLC**

### **Privacy Policy**

**Effective: April 2, 2015**

## Privacy Policy

### Our Commitment to You

Financial Life Focus, LLC ("Financial Life Focus" or the "Advisor") is committed to safeguarding the use of personal information of our Clients (also referred to as "you" and "your") that we obtain as your Investment Advisor, as described here in our Privacy Policy ("Policy").

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. Financial Life Focus (also referred to as "we", "our" and "us") protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

Financial Life Focus does not sell your non-public personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this Policy.

### Why you need to know?

Registered Investment Advisors ("RIAs") must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

### What information do we collect from you?

Social security or taxpayer identification number	Assets and liabilities
Name, address and phone number(s)	Income and expenses
E-mail address(es)	Investment activity
Account information (including other institutions)	Investment experience and goals

### What Information do we collect from other sources?

Custody, brokerage and advisory agreements	Account applications and forms
Other advisory agreements and legal documents	Investment questionnaires and suitability documents
Transactional information with us or others	Other information needed to service account

### How do we protect your information?

To safeguard your personal information from unauthorized access and use we maintain physical, procedural and electronic security measures. These include such safeguards as secure passwords, encrypted file storage and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Client's personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.



### How do we share your information?

An RIA shares Client personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
<b>Servicing our Clients</b> We may share non-public personal information with non-affiliated third parties (such as administrators, brokers, custodians, regulators, credit agencies, other financial institutions) as necessary for us to provide agreed upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.	Yes	No
<b>Marketing Purposes</b> Financial Life Focus does not disclose, and does not intend to disclose, personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where Financial Life Focus or the client has a formal agreement with the financial institution. <b>We will only share information for purposes of servicing your accounts, not for marketing purposes.</b>	No	Not Shared
<b>Authorized Users</b> Your non-public personal information may be disclosed to you and persons that we believe to be your authorized agent(s) or representative(s).	Yes	Yes
<b>Information About Former Clients</b> Financial Life Focus does not disclose and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our Clients.	No	Not Shared

### Changes to our Privacy Policy

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically we may revise this Policy, and will provide you with a revised policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

### Any Questions?

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting us at (973) 533-0666 or via email at [pnicita@financial-lifefocus.com](mailto:pnicita@financial-lifefocus.com).