

MAHER CONSULTING SERVICES, LLC

a Registered Investment Adviser

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This brochure provides information about the qualifications and business practices of Maher Consulting Services (hereinafter “Maher Consulting Services” or the “Firm”). If you have any questions about the contents of this brochure, please contact the Firm at this telephone number listed above. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. Additional information about the Firm is available on the SEC’s website at www.adviserinfo.sec.gov. The Firm is a registered investment adviser. Registration does not imply any level of skill or training.

Item 2. Material Changes

In this Item, Maher Consulting Services is required to discuss any material changes that have been made to the brochure since the last annual amendment dated. The firm has not yet had an annual amendment.

State Registration

Maher Consulting Services is required to obtain state-level investment adviser registration and withdraw its current registration with the U.S. Securities and Exchange Commission (SEC). This switch to state registration means that Maher Consulting Services will be primarily regulated by state securities regulators, rather than the SEC.

Item 3. Table of Contents

Item 2. Material Changes	2
Item 3. Table of Contents	3
Item 4. Advisory Business	4
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	6
Item 10. Other Financial Industry Activities and Affiliations	6
Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	7
Item 12. Brokerage Practices	8
Item 13. Review of Accounts	8
Item 14. Client Referrals and Other Compensation	8
Item 15. Custody	9
Item 16. Investment Discretion	9
Item 17. Voting Client Securities.....	9
Item 18. Financial Information.....	9
Item 19. Requirement for State Registered Advisers	10

Item 4. Advisory Business

Maher Consulting Services refers individuals to other investment advisers for ongoing investment services (“Third-Party Advisers”). While these individuals are referred to as “clients” throughout this brochure, the Firm does not provide any investment advice to such clients, nor does it have any ongoing responsibilities to such clients. While the Firm does not provide direct investment advice to clients it will continue to act as a liaison between clients and Third-Party Advisers. This may include certain support where Maher Consulting Services and Third-Party Advisers will work together to create a plan to help clients pursue their goals. However, all investment recommendations and related transactions, such as orders and deposits, will be provided by Third Party Advisers. Maher Consulting Services will enter into agreements with the Third-Party Advisers and clients will be required to enter into a separate written agreements with Third-Party Advisers.

Maher Consulting Services was formed in 2014 and is owned by Michael Maher. The Firm does not have any assets under management.

While this brochure generally describes the business of Maher Consulting Services, certain sections also discuss the activities of its Supervised Persons, which refer to the Firm’s officers, partners, directors (or other persons occupying a similar status or performing similar functions), employees or any other person who provides investment advice on Maher Consulting Services’s behalf and is subject to the Firm’s supervision or control.

Maher Consulting Services acts exclusively as a solicitor for other investment advisers. Regulations require the firm to be registered as an investment adviser in order to receive referral fees from such advisers. Advisory services are not tailored to the individual needs of clients other than the need to be referred to an adviser that the Firm has a solicitor relationship with. The Firm does not participate in any wrap fee program.

Item 5. Fees and Compensation

Maher Consulting Services acts exclusively as a solicitor for Third-Party Advisers. Currently, the Firm intends to refer clients to UBS under its AdviceLink program. The Firm’s compensation is paid by those Third-Party Advisers and is included in the advisory fee charged by such Third-Party Advisers. Maher Consulting Services does not directly debit client accounts for payment of its fees.

Clients are not subject to any additional fees due to the Firm’s services. There may be charges by broker-dealers, attorneys, custodians, trust companies, banks and other financial institutions (collectively “Financial Institutions”) when a client implements the Third-Party Advisers recommendations.

As the Firm acts exclusively as a solicitor for Third-Party Advisers, any fees are charged pursuant to a separate agreement with the Third-Party Adviser that the client engages. The terms of that relationship, including how fees are charged and refunded are found in the agreement and/or disclosure documents provided by the third party adviser.

The Firm's current exclusive solicitor relationship with UBS results in a conflict of interest in that there is incentive for the Firm to refer clients exclusively to UBS. The Firm addresses this conflict by disclosing that its only service is to refer clients and the fact that clients have the option to utilize any advisor of their choice. Neither the Firm, nor any Supervised Persons, receive any transaction-based compensation for referrals or other services.

UBS compensates the Firm with 25% of the gross revenue of the aggregate referred client assets with UBS. The Firm's compensation will not be calculated, directly or indirectly, based upon securities orders entered or transactions executed for the referred client accounts. The Firm will not be involved in the investment advisory activities and advisory services conducted by UBS, and as such will not be involved in any negotiation of fees or fee structure between clients and UBS. Lower fees for comparable services may be available from other sources.

Item 6. Performance-Based Fees and Side-by-Side Management

Maher Consulting Services does not provide any services for a performance-based fee (i.e., a fee based on a share of capital gains or capital appreciation of a client's assets).

Item 7. Types of Clients

Maher Consulting Services offers services to other investment advisers. Maher Consulting Services does not impose a stated minimum fee or minimum portfolio value for starting and maintaining an investment management relationship.

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

Maher Consulting Services does not provide investment advice to clients, but merely refers them to Third-Party Advisers. Clients will receive the disclosure brochure of any Third-Party Advisers engaged. Clients should read those brochures carefully and ensure they understand the methods of analysis, investment strategies and risks of loss associated with that adviser.

Use of Third-Party Advisers

As stated above, Maher Consulting Services exclusively refers clients to other Third-Party Advisers. Such recommendations rely solely on the Third-Party Advisers' ability to successfully implement their investment strategies. In addition, Maher Consulting Services does not supervise the Third-Party Advisers in any way.

Item 9. Disciplinary Information

Michael J. Maher, a principal of the Firm, was involved in a customer dispute alleging unsuitability and misrepresentation regarding purchase and/or sale of certain equities. Claimants requested compensatory damages in the amount of \$800,000 and Michael J. Maher was found jointly and severally liable and ordered to pay to the claimants \$475,000 as compensatory damages. Michael J. Maher believes the facts shown during the arbitration proceedings do not support the award to claimant, but instead show that the investment in question was suitable and properly represented.

Maher Consulting Services has not been involved in any legal or disciplinary events that are material to a client's evaluation of its advisory business or the integrity of its management.

Item 10. Other Financial Industry Activities and Affiliations

Neither the Firm nor its Supervised Persons have any other financial industry activities or affiliations.

As discussed above, Maher Consulting Services recommends that clients authorize the active discretionary management of a portion of their assets by and/or among certain Third-Party Advisers. The Firm's compensation is included in the advisory fee charged by such Third-Party Advisers. There may be a conflict of interest to choose such Third-Party Advisers; however, Maher Consulting Services evaluates Third-Party Advisers objectively and not based on the amount of compensation it may receive from a particular Third-Party Adviser.

Fees from Third-Party Advisers

The Firm's current exclusive solicitor relationship with UBS results in a conflict of interest in that there is incentive for the Firm to refer clients exclusively to UBS. The Firm addresses this conflict by disclosing that its only service is to refer clients and the fact that clients have the option to utilize any advisor of their choice. Neither the Firm, nor any Supervised Persons, receive any transaction-based compensation for referrals or other services.

Maher Consulting Services will ensure that all recommended Third-Party Advisers are licensed or notice filed in the states in which Maher Consulting Services is recommending them to clients.

Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Maher Consulting Services has adopted a code of ethics in compliance with applicable securities laws (“Code of Ethics”) that sets forth the standards of conduct expected of its Supervised Persons. Maher Consulting Services’s Code of Ethics contains written policies reasonably designed to prevent certain unlawful practices such as the use of material non-public information by the Firm or any of its Supervised Persons and the trading by the same of securities ahead of clients in order to take advantage of pending orders.

The Code of Ethics also requires certain of Maher Consulting Services’s personnel to report their personal securities holdings and transactions and obtain pre-approval of certain investments (*e.g.*, initial public offerings, limited offerings). However, the Firm’s Supervised Persons are permitted to buy or sell securities that it also recommends to clients if done in a fair and equitable manner that is consistent with the Firm’s policies and procedures. This Code of Ethics has been established recognizing that some securities trade in sufficiently broad markets to permit transactions by certain personnel to be completed without any appreciable impact on the markets of such securities. Therefore, under limited circumstances, exceptions may be made to the policies stated below.

When the Firm is engaging in or considering a transaction in any security on behalf of a client, no Supervised Person will access to this information may knowingly effect for themselves or for their immediate family (*i.e.*, spouse, minor children and adults living in the same household) a transaction in that security unless:

- the transaction has been completed;
- the transaction for the Supervised Person is completed as part of a batch trade with clients; or
- a decision has been made not to engage in the transaction for the client.

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 Maher Consulting Services to request a copy of its Code of Ethics.

Item 12. Brokerage Practices

Maher Consulting Services does not make any recommendations regarding custody, brokerage or clearing services. The Firm does not receive any software or support from any financial institution, nor does it get any client referrals from brokers. Clients or the Third Party Adviser will choose the broker-dealer.

Item 13. Review of Accounts

Maher Consulting Services does not monitor client portfolios. The Firm's Principal, Michael J. Maher will work together with Third-Party Advisers to create a plan to help clients pursue their goals. All investment recommendations and related transactions, such as orders and deposits, will be provided by Third-Party Advisers.

Item 14. Client Referrals and Other Compensation

The Firm does not currently provide compensation to any third-party solicitors for client referrals.

Receipt of Economic Benefit

Maher Consulting Services receives referral fees from the Third-Party Advisers, and in addition, without cost to Maher Consulting Services, computer software and related systems support, which allow Maher Consulting Services to better monitor client accounts maintained at Third-Party Advisers. The referral relationship results in a conflict of interest. The conflict is addressed by disclosing the relationship to clients, including the fact that clients are free to choose other advisers.

Item 15. Custody

The Firm does not have any custody over client assets, nor does it debit fees from client accounts for the payment of its fees.

Item 16. Investment Discretion

Maher Consulting Services does not take any discretion on behalf of clients.

Item 17. Voting Client Securities**Declination of Proxy Voting Authority**

Maher Consulting Services generally does not accept the authority to vote a client's securities (i.e., proxies) on their behalf. Clients receive proxies directly from the Financial Institutions where their assets are custodied and may contact that Financial Institution with questions about any such matters.

Item 18. Financial Information

Maher Consulting Services is not required to disclose any financial information due to the following:

- The Firm does not require or solicit the prepayment of more than \$500 in fees six months or more in advance of services rendered;
- The Firm does not have a financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients; and
- The Firm has not been the subject of a bankruptcy petition at any time during the past ten years.

Item 19. Requirement for State Registered Advisers

Principal Executive Officer and Management Person

MICHAEL JOHN MAHER

Born 1949

Post-Secondary Education

University of San Diego | BS, Philosophy | 1970

San Diego State University | MS, Psychology | 1971

Recent Business Background

Maher Consulting Services, LLC | Principal, Investment Adviser Representative | September 2014 – Present

Merrill Lynch, Pierce, Fenner & Smith, Inc. | Managing Director, Wealth Management Advisor | February 1976– September 2014

Additional Information

Any material conflicts of interest have been disclosed. Neither the Firm nor its Supervised Persons are compensated for advisory services with performance-based fees. Neither the Firm nor its Supervised Persons have a material relationship or arrangement with any issuers of securities. The Firm will maintain a written Business Continuity Plan.

Michael J. Maher, a principal of the Firm, was involved in a customer dispute alleging unsuitability and misrepresentation regarding purchase and/or sale of certain equities. Claimants requested compensatory damages in the amount of \$800,000 and Michael J. Maher was found jointly and severally liable along with his employer, and ordered to pay to the claimants \$475,580 as compensatory damages. Michael J. Maher believes the facts shown during the arbitration proceedings do not support the award to claimant, but instead show that the investment in question was suitable and properly represented.