

Form ADV, Part 2A: Firm Brochure

Item 1: Cover Page

LifeYield Advisor, LLC

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Note: This brochure is prepared in accordance with the rules and regulations of the SEC and provides information about the qualifications and business practices of LifeYield Advisor, LLC. If you have any questions about the contents of this brochure, please contact us at compliance@lifeyieldadvisor.com. The information in this brochure has not been verified or approved by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about LifeYield Advisor, LLC is also available at the SEC's website at www.adviserinfo.sec.gov.

Item 2: Material Changes

We are required to advise you of any material changes to our Firm Brochure (“Brochure”) from our last annual update, identify those changes on the cover page of our Brochure or on the page immediately following the cover page, or in a separate communication accompanying our Brochure. As this is the initial Brochure of LifeYield Advisor, LLC, we have nothing to report for this item.

Item 3: Table of Contents

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

Item 4: Advisory Business

A. General Description

LifeYield Advisor, LLC (“LifeYield Advisor”) is a software-based internet advisor firm that assists individual investors (“User” or “Users” or sometimes “client” or “clients”) seeking to minimize taxes within their existing investment portfolios and pre-selected asset allocations. Using personal information provided to LifeYield Advisor through a proprietary, internet-hosted software program (“LifeYield Software”), LifeYield Advisor recommends in which type of account – taxable, tax-deferred, or tax free – each asset class represented in the User’s portfolio should be held in order to minimize tax liabilities.

The LifeYield Software, which is designed for use within the context of third-party personal finance software programs, generates both “buy” and “sell” suggestions, in order to “locate” assets in the most appropriate type of account. The software also generates information about expected tax savings and resulting potential for additional asset growth.

The LifeYield Software is a proprietary software system developed, maintained, and owned by LifeYield, LLC (the “Parent”), of which LifeYield Advisor is a wholly-owned subsidiary. The Parent has multiple owners. Paul R. Samuelson is the only person who owns or controls 25% or more of the Parent’s equity interests. The Parent was formed in 2008 and provides software to some of the world’s leading financial institutions. LifeYield Advisor was formed in 2015.

B. Summary of LifeYield Advisor’s Services

LifeYield Advisor’s services are customized for each User through the use of the LifeYield Software. Users access these services within the context of third-party personal finance software programs (“Money Management Programs”). Use of LifeYield’s service involves a four-step process.

1. Using information from the Money Management Programs, a User independently selects the household asset allocation s/he believes is most appropriate.
2. If a User elects to access LifeYield Software, the User’s portfolio information (e.g. account types, holdings, etc.) will be transferred from the Money Management Programs to LifeYield Advisor.
3. Life Yield Advisor then analyzes the User’s portfolio, provides personalized suggestions about the type of account (e.g. taxable, tax-deferred or tax-exempt) securities in each asset class should be held, in each case by way of a buy and sell list. Users will also be provided with tailored information about the tax savings the User may experience if the suggestions are implemented, as well as the potential for additional asset growth if tax savings remain invested. Please refer to Item 8 below for a more complete summary of this analytic process.
4. On an on-going basis, the LifeYield Software can be used by a User to suggest trades that will maintain the User’s desired asset allocation in a mix of account types (taxable, tax-deferred, or tax free) designed to minimize taxes within the User’s overall investment portfolio.

This process is fully automated using LifeYield Software through the internet. The only contact between LifeYield Advisor or Parent personnel and the User is technical assistance through a standard help desk.

In formulating its recommendations and projections, LifeYield Advisor uses certain assumptions about the capital markets, inflation and current tax law and other economic factors (collectively, “Market Assumptions”). LifeYield Advisor makes no guarantee whatsoever that its Market Assumptions will prove to be correct or that tax law, including but not limited to tax rates, will not change, perhaps materially, in the future.

Additionally, information and recommendations generated by LifeYield Software are based on each User’s decisions and information (collectively, “Portfolio Allocation Decisions”) regarding: the assets classes included in the underlying portfolio; each User’s decision with respect to the percentage of the User’s assets allocated to any asset class; the extent to which, and the manner in which, a User implements LifeYield Advisor’s recommendations; and the accuracy of information provided to LifeYield Advisor.

As the LifeYield Software uses Market Assumptions, Portfolio Allocation Decisions and other information over which LifeYield Advisor has no control, LifeYield Advisor makes no guarantee whatsoever that any User will experience the potential tax savings or future asset growth projections identified by LifeYield Advisor.

Further, as with any investment, the past performance of any investment is no guarantee of future results.

C. Assets under management

LifeYield Advisor does not exercise discretionary authority over the investment portfolio or securities of any User. The LifeYield Software is not designed to provide, and LifeYield Advisor has no opinion, and offers no advice whatsoever, with respect to any User’s Portfolio Allocation Decisions. LifeYield Advisor does not manage client assets and does not maintain custody of the investment portfolio or any securities of any User, nor does it execute securities transactions or provide recommendations or information with respect to the selection of brokers with which Users may place trades for execution. Recommendations provided by LifeYield Advisor to each User is for the consideration of each User and each User must determine whether or not to act on any recommendations provided by LifeYield and to arrange for the implementation of any recommendations, including the placement of trades for execution.

D. Wrap fee programs

LifeYield Advisor does not participate in any wrap fee programs.

Item 5: Fees and Compensation

- A. Users of the LifeYield Advisor pay for the services via an annual software subscription fee (the “Fee”). The Fee is fixed and has no relation to the size or performance of a User’s portfolio. Currently, the full retail price for LifeYield Advisor is approximately \$180/year. From time to time, LifeYield Advisor may run promotions or introduce discounts and special offers with respect to the Fee.

The Fee is paid by credit card via a website and no fees whatsoever are withdrawn or deducted from a User's investment portfolio. LifeYield Advisor charges the Fee in advance, i.e. at the beginning of each annual term. The Fee is non-refundable, except on a case-by-case basis in the sole discretion of LifeYield Advisor. Users may elect to have their subscription to the LifeYield Software automatically renew each year.

- B. Users may incur certain other costs and fees billed by third parties. These relate to brokerage costs charged by their brokers for the execution of trades, and in some circumstances custodian fees. LifeYield Advisor does not execute trades for Users, and Users must therefore make their own arrangements for execution of any desired trades at their own cost.
- C. Neither LifeYield Advisor, nor any of its representatives, accept compensation for the sale of securities or other investment products.

Item 6: Performance-based Fees

Neither LifeYield Advisor, nor any of its representatives, charge any performance-based fees.

Item 7: Client Types

LifeYield Advisor's services are intended for individual Users who are managing two or more account types (i.e. taxable, tax-deferred, and/or tax free) for two or fewer people (e.g. husband and/or wife). The more types of accounts a User has, the better LifeYield Advisor is able to help identify how investment taxes can be lowered. LifeYield Advisor's purpose is to help Users lower their investment taxes so that they keep more of their assets. Users comprise a broad range of individual investors, ranging from beginners to more sophisticated investors.

Prior to accessing LifeYield Advisor's services, a User is required to agree to our Terms of Use, which are also available on our website, and pay the first year's annual Fee.

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

- A. Methods of Analysis

Asset location

LifeYield Advisor's approach for minimizing investment taxes is based primarily on "locating" assets. To the degree possible, LifeYield Advisor looks to locate assets with higher tax drag in accounts that help shield those liabilities, such as tax-deferred and tax free accounts, and assets with lower tax drag in taxable accounts.

Evaluating optimal asset location involves consideration of the following aspects of the household:

- The assumed future return and yield of each asset category.
- The assumed future rate of inflation.
- The target asset allocation for the household.
- The available balance in each tax type (taxable, tax-deferred and tax-free).
- The tax rates for the client(s) configured as part of the household.
- Any restricted assets, which cannot be sold and therefore need to be worked around to the extent possible.
- Anticipated turnover rates for each account in the case of direct investments, or for funds in the case of fund holdings.
- A set of account-level targets and turnover rates from which LifeYield Advisor needs to find the best fit (only relevant when working with third party managed accounts over which the User has no control, but still wants to superimpose multi-account tax optimization as much as possible).

The considerations related to asset location are complex, and are tailored for each User based on his or her circumstances.

The LifeYield Software automates the process of optimal asset location. The main components of LifeYield Advisor's asset location process are described as follows:

- In many cases it is favorable to locate the most tax-efficient assets in taxable accounts, and use tax-deferred or tax free accounts to shelter the least tax-efficient assets.
- Taxable bonds and other income-producing investments incur income tax each year when located in a taxable account, which can be mitigated by holding those bonds in a tax-advantaged or tax free account.
- Tax-exempt bonds are able to grow tax-free when held in a taxable account, and are not subject to any form of penalty upon later liquidation. By comparison, when held in a tax-advantaged account, they are still able to grow tax-free but are subject to ordinary income tax upon liquidation.
- While taxes have major implications for asset location, another (often conflicting) consideration is the impact asset location has on the total balances available in each tax type. If appropriately adjusted, the User may end up with a higher capacity for tax-deferral than they would otherwise, enhancing the benefits of tax-free compounding over time.

The LifeYield Software's location optimization engine evaluates all of the above considerations in deciding upon the most efficient way to distribute a User's target asset allocation across the available accounts, selecting the location that produces the best outcome for the User's household over the long term. This applies both upon initial User setup as well as in making smaller adjustments over time to maintain optimal location.

Capital Gains Taxes

Besides asset location, LifeYield Advisor also attempts to minimize capital gains taxes through automated tax harvesting. To the extent possible, LifeYield Advisor defers the realization of short-term gains due to their typically high tax rate. Long-term gains are also delayed as long as possible so as not to incur capital gains taxes when other options are available.

Asset Selection

LifeYield Advisor has no opinion, and makes no suggestions thereto, as to what assets a User should hold in a portfolio. Each User is wholly responsible for deciding, and then informing LifeYield Advisor, as to the desired, or target, asset allocation. Once a User informs LifeYield Advisor as to the target asset allocation, LifeYield Advisor uses algorithms to suggest into which type of account each of those assets is best located in order to minimize taxes over a ten-year period.

B. Material risks

LifeYield Advisor uses capital market and inflation assumptions and current tax law in performing its analysis and suggesting ways to minimize taxes. LifeYield Advisor makes no guarantee whatsoever that those capital market or inflation assumptions will prove to be correct or that tax law, including but not limited to tax rates, will not change, perhaps materially, in the future. Accordingly, any projections of benefits by LifeYield Advisor may be incorrect, and perhaps considerably so. Further, as with any investment, the past performance of securities is no guarantee of their future success. Investing in securities involves risk of loss that clients should be prepared to bear.

LifeYield Advisor does not recommend that a User purchase any particular type of security. Rather, the LifeYield Software's recommendations are based on the asset allocation chosen solely by the User for the purpose of obtaining the most tax-advantageous outcome.

Item 9: Disciplinary Information

- A. Neither LifeYield Advisor, nor any of our employees, has had any civil or criminal actions brought against them.
- B. There are no legal or disciplinary events to report that are material to a client's evaluation of LifeYield Advisor's advisory business or the integrity of our management.
- C. Neither LifeYield Advisor, nor any of our employees, has had any proceedings before a self-regulatory organization.

Item 10: Other Financial Industry Activities and Affiliations

- A. Michael Benedek, the manager of LifeYield Advisor and the President and Chief Financial Officer of the Parent, is a registered representative of Tykhe Securities, LLC, a registered broker-

dealer. No other employees of LifeYield Advisor are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

- B. No employees are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

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

- A. LifeYield Advisor has adopted a Code of Ethics (the “Code”) consistent with the Investment Advisers Act of 1940, as amended. The Code establishes and reinforces a standard of business conduct that is expected of persons associated with LifeYield Advisor, and provides specific guidance related to avoiding actual or apparent conflicts of interest. The Code emphasizes certain governing principles LifeYield Advisor personnel should always be mindful of in the course of their work, including the duty at all times to place the interest of clients first, the protection of material non-public information, and the obligation to report violations of the Code of Ethics and any applicable laws. Upon request, LifeYield Advisor will provide a copy of the Code to clients and prospective clients. To request a copy of the Code, please email compliance@lifeyieldadvisor.com.
- B. Neither LifeYield Advisor, nor any of our employees, recommends to clients, or buys or sells for client accounts, securities in which we have, or do not have, a direct material financial interest. LifeYield Advisor only recommends “buys” and “sells” based on the asset allocation chosen solely by the User and LifeYield Advisor has no opinion whatsoever on the investment merits of any security or financial product. LifeYield Advisor does not have investment authority, discretionary or otherwise, to purchase any securities on behalf of Users. Once a buy or sell recommendation has been suggested by the website, it is in the discretion of the User whether or not to enter into a transaction based on any such recommendation, when to enter into any such transaction and which stockbroker to use for the execution thereof. However, LifeYield Advisor officers and employees could conceivably purchase securities for their own accounts which may, in certain instances, be the same securities as those purchased or sold by Users, including shares in the same mutual fund. Any such purchase or sale of the same securities would, accordingly, be coincidental.
- C. LifeYield Advisor does not buy securities for its own account. Therefore, no potential conflict of interest exists at the firm level. Employees may own funds which are also held by clients, but since client portfolios are based solely on the asset allocations wholly chosen by Users, no actual conflict arises and any common investments would be coincidental and are not at the prejudice of our clients.

Item 12: Brokerage Practices

LifeYield Advisor does not select or recommend broker-dealers for client transactions. LifeYield Advisor does not have the discretionary authority to determine the broker-dealer to be used or the commission rates to be paid, so clients are responsible for their own broker-dealer transactions, including the commissions payable. Please refer to Item 11 for further details.

Research and Other Soft Dollar Benefits. LifeYield Advisor does not pay for any products, research or services from any brokers and does not receive any client brokerage commissions in order to obtain research or other services. No soft dollar benefits are received in respect of any client accounts with LifeYield Advisor, and no client accounts are given preferential treatment above others.

LifeYield Advisor does not pay for any products, research or services with any client brokerage. LifeYield Advisor does not direct commissions to broker-dealers in return for soft dollar benefits. As outlined above, LifeYield Advisor does not have investment authority, discretionary or otherwise, to purchase any securities on behalf of Users. Once a buy or sell recommendation has been generated by the LifeYield Advisor website, it is in the sole discretion of the User whether or not to enter into a transaction based on any such recommendation, when to enter into any such transaction and which stockbroker to use for the execution thereof.

Following from the discussion above in this Item 12, LifeYield Advisor does not aggregate the purchase or sale of securities for User accounts. As a result, Users may lose the advantage of lower commissions that are sometimes derived through the aggregation of orders for multiple clients. However, Users gain the benefit of executing trades through their own designated broker-dealer.

Item 13: Review of Accounts

LifeYield Advisor works exclusively through the LifeYield Software and any review of a User's accounts is triggered and performed solely by the User. Users have the option of receiving periodic, automated notices to remind them to check their accounts for purposes of possible re-allocation of their investments. No supervised person will review any User accounts at any time for purposes of evaluating a User's account performance.

Item 14: Client Referrals and other Compensation

- A. Neither LifeYield Advisor, nor any of our employees, receives any economic benefit, sales awards or other prizes from any outside parties for providing advice to our clients.
- B. Please see Item 10 for a detailed disclosure regarding LifeYield Advisor's relationship(s) with other financial industry affiliates.
- C. The LifeYield Software is designed for use within the context of Money Management Programs. These programs will identify the availability of the LifeYield Software and provide access to such software in the ordinary course of the use of the programs by the end user. LifeYield Advisor expects to pay each Money Management Program a quarterly fee that will be calculated based on a percentage of the User Fees received from Users who access the LifeYield Software through the Money Management Program. These arrangements may create an incentive for such Money Management Programs to direct prospective Users to the LifeYield Software.

Item 15: Custody

LifeYield Advisor does not have custody of User funds. User funds are held under the custody of the custodian selected by the User.

Users will receive account statements from their respective custodians. Users should carefully review and confirm the accuracy of their account statements directly with their custodians.

Item 16: Investment Discretion

LifeYield Advisor does not have discretionary authority to manage securities on behalf of clients.

Item 17: Voting Client Securities

LifeYield Advisor does not have authority to vote client securities. Client securities will be held in accordance with the terms and conditions of the broker-dealers selected by clients. Proxies or other solicitations will not be available through LifeYield Advisor. For information on whether clients will receive proxies or other solicitations directly from a custodian, transfer agent or other party, clients should check directly with their broker-dealers.

Item 18: Financial Information

- A. LifeYield Advisor does not require prepayment of more than \$1,200 in fees per client, six months or more in advance. Please refer to Item 5 above for further details.
- B. There are no financial conditions that are likely to impair LifeYield Advisor's ability to meet its contractual commitments to clients.
- C. LifeYield Advisor has not been the subject of a bankruptcy petition or any similar proceeding.