

# *Main Line Financial Advisors, LLC*

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Pottstown, PA 19464  
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[www.mlfa.com](http://www.mlfa.com)

## *Disclosure Brochure*

*February 25, 2016*

This brochure provides information about the qualifications and business practices of Main Line Financial Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at 800.266.6532. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Main Line Financial Advisors, LLC is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Main Line Financial Advisors, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## ***Material Changes***

Main Line Financial Advisors, LLC (“MLFA, we, us, our, ours”) provides its Brochure initially when we enter into an advisory agreement with you. Going forward, we will deliver a summary of material changes and/or an updated Brochure on an annual basis, no later than April 29 of each year.

**Main Line Financial Advisors, LLC has made no Material Changes to our Brochure since its last annual update on March 27, 2015.**

We may also provide updated disclosure information about material changes on a more frequent basis. Any summaries of changes will include the date of our last annual update of our brochure.

Currently, our brochure may be requested by contacting Alfred F. Matarazzo, Chief Compliance Officer, at 800-266-5632. We will provide you with a new brochure at any time without charge.

Additional information about us is available via the SEC’s website: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). This website also provides information about any persons affiliated with MLFA who are registered as investment adviser representatives (“your advisory representative”) of MLFA. Information on our investment adviser representatives who work with your account can be found in our brochure supplements.

SEC Number 801-68909  
CRD Number 121583

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## ***Advisory Business***

Main Line Financial Advisors, LLC (“MLFA, we, us, our, ours”) is a Limited Liability Company organized under the laws of Pennsylvania. Alfred Matarazzo, Sr. founded the Pottstown, PA-based investment advisory firm in 1988. Al Matarazzo, Jr. is the principal owner. MLFA is a SEC registered investment advisory firm.

### **Financial Planning Services**

We serve your financial planning needs through a five-step process. The steps can be sequential, or occur simultaneously. It depends on your goals and priorities. As part of the financial planning process, we will gather information to assess your current situation to help you to define financial goals and investment objectives. The information gathered includes personal data such as family records, budgeting, personal liability, estate information and additional financial goals. We will then analyze the data and create a personalized, written financial plan and then assist you with implementing the plan. Should you choose to implement the recommendations contained in the plan, we suggest that you work closely with your attorney, accountant, insurance agent, and/or stockbroker. Implementation of financial plan recommendations is entirely at your discretion.

We maintain relationships with many other professionals who can support the your personal and business needs by providing expertise in related areas such as banking, insurance, accounting and payroll, legal, pension administration and mortgage brokerage services.

We help you meet your goals by utilizing five basic wealth creation techniques:

- Income Tax Planning - explore tax strategies and investment solutions that can help you achieve your accumulation goals more efficiently
- Investment Planning – the financial plan will detail a balanced investment plan using the asset allocation system that considers both your objectives and risk tolerances.
- Fringe Benefit Planning – work with business owners to develop various benefit packages including various qualified retirement plans, insurance and employee stock ownership plans.
- Business Continuity Planning - assist business owners in developing plans for business succession upon retirement, death or disability.
- Estate Planning – help you develop a plan to transfer assets to heirs.

In managing your investment portfolio, we consider your

- financial situation,
- risk tolerance,
- investment horizon,
- liquidity needs,
- tax considerations,
- investment objectives, and
- any other issues important to your state of affairs.

You should notify us promptly if there are any changes in your financial situation or investment objectives or if you wish to impose any reasonable restrictions upon the management of your account.

### **Corporate Retirement Consulting**

We assist corporate retirement plan sponsors by serving as their investment and fiduciary advisor, helping them meet the needs of their employees while working within increasingly stringent guidelines put in place by ERISA. Our service model involves implementing customized processes designed to help sponsors manage their organization's plan as effectively as possible, including quarterly reporting, ERISA compliance and, when requested, assisting with employee allocations.

As part of a comprehensive corporate retirement plan management strategy, we regularly monitor plan fees and costs and review the overall performance of investment options. Significant cost savings from providers and vendors may be realized through aggressive negotiation and process improvement. Among other functions, we will design and help implement an investment policy statement, propose funds to watch and make recommendations regarding investment changes within the plan, monitor existing investment options and conduct participant education seminars.

### **Investment Management**

We offer direct asset management services. We work with you to identify your investment goals and objectives as well as risk tolerance in order to create an initial portfolio allocation designed to complement your financial situation and personal circumstances. The portfolio may consist of mutual funds and exchange trade funds and, on a more limited basis, equities and fixed income securities. The investment strategies utilized depend on your investment objectives and goals. Portfolios are constructed along basic investment objective categories and focus primarily on a long-term buy and hold approach as opposed to short-term trading. However, you have

the opportunity to place reasonable restrictions on the type of investments to be held in the portfolio.

### **Management of Wrap Accounts**

Our direct asset management services are offered as a wrap fee program. The fee you pay in this program covers our advisory fee and all brokerage commissions and other trading costs of transactions. We do not manage wrap fee accounts differently than we manage non-wrapped accounts. We receive a portion of the wrap fee for our services.

These services are described in the MLFA *Investment Advisory Disclosure Brochure*.

### **Assets Under Management**

As of December 31, 2015 we managed approximately \$189 million in client assets on a discretionary basis where we made all of the investment decisions. Approximately \$36 million in client assets were managed on a non-discretionary basis where our clients made the investment decisions based upon our recommendations.

### **Fees and Compensation**

#### **Fees for Financial Planning**

The minimum fee to be charged for a comprehensive financial plan is \$500. This plan would contain basic financial analytical calculations, income tax analysis, investment review, estate tax calculations, and recommendations to assist you in meeting your short and long-term objectives.

A more detailed and comprehensive plan is provided to you utilizing the following matrix as a starting point in determining the fixed fee:

Net worth	Comprehensive Financial Planning	Targeted Planning
Up to \$1,000,000	\$2,000 +/-	\$1,200
\$1,000,000 - \$2,000,000	\$3,000 +/-	\$2,200
Over \$2,000,000	\$4,500 +/-	\$3,500

After your income and net worth have been determined, these figures are compared to the above matrix to calculate the range of fee to be charged.

We may provide financial planning services on an hourly fee basis. Hourly fees may be charged, for example, if you request follow-up work on an existing plan not within the scope of the work originally completed. Hourly fees are also charged if a comprehensive plan is not warranted. The standard hourly rate is \$200. An estimate of the time involved for the project or projects that you request may be given; however, no estimate is binding, and your billings will reflect actual time spent.

You are billed for 50% of the fee when you sign the investment advisory contract. The balance is billed upon delivery and satisfaction of the completed financial plan.

It is anticipated that all planning services will be completed within six months of engagement.

Hourly fees are billed on a monthly basis and are due when you receive the bill.

Should you terminate our agreement prior to completion of the plan or a project, we will refund any unearned pre-paid fees. For contracts based upon hourly fees, you will then be billed only for the time expended up to the receipt of the written notice of termination. For fixed fee contracts, we will bill you for the number of hours expended on the financial plan and multiply that by the standard hourly billing rate.

Our advisory representatives are also registered representatives and investment adviser representatives of FSC Securities Corporation (“FSC”), a registered broker/dealer, member FINRA/SIPC, and registered investment adviser. If you choose to implement your financial plan through FSC, commissions may be earned by your financial advisor in addition to any fees paid for advisory services. The financial advisor also may be entitled to a portion of the internal expense fees (such as 12b-1 fees) charged by mutual funds. This may create an incentive to recommend funds which pay 12b-1 fees over those that do not.

Our advisory representatives are also licensed with various insurance companies. Commissions may be earned by our financial advisors if insurance products are purchased through these insurance companies.

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

Our advisory representatives may also recommend various asset management firms through their affiliation with FSC. If you establish an investment advisory

relationship with one of these firms, our financial advisors may share in the advisory fees you pay to these asset management firms.

The above arrangements present a conflict of interest because they create an incentive to make recommendations based upon the amount of compensation we receive rather than based upon your needs. We will explain the specific costs associated with any recommended investments with you upon request. We also recommend no-load and load-waived mutual funds to further reduce conflicts of interest. Additionally, you have the option to purchase investment and insurance products through other brokers or agents who are not affiliated with us. MLFA strives to produce financial plans for you based on your goals, objectives, risk tolerance and needs. All clients are given the same considerations regardless of the resultant compensation levels should the plan be implemented through FSC.

### **Fees for Corporate Retirement Consulting**

Depending on the scope of the engagement, annualized fees range from 10 to 150 basis points (0.10% - 1.50%) based on the total plan assets. All fees are in addition to any fees paid for brokerage or custody arrangements. In addition, fees to the plan administrator are covered under separate agreement between the two parties. Fees are invoiced to the plan sponsor and are automatically debited from the plan assets pursuant to written agreement. All fees are negotiable depending upon the size and complexity of the plan assets and program offered. Advisor may amend the fee amount with 90 days written notice to the plan sponsor.

The plan is invoiced for the fee and fees are automatically deducted from plan assets.

You must authorize us to have the custodian/broker-dealer pay us directly by charging your account. This authorization must be provided in writing. One-fourth of the annual fee is charged each calendar quarter.

#### **Quarterly Fee Calculation**

$$\text{Assets under Management} \times \text{Annual Fee} \div 4 = \text{Quarterly Fee}$$

Your custodian/broker-dealer provides you with statements that show the amount paid directly to us. You should review the custodian/broker-dealer's statement and



verify the calculation of our fees. Your custodian/broker-dealer does not verify the accuracy of fee calculations.

In addition to our fee, you may be required to pay other charges such as:

- custodial fees,
- brokerage commissions,
- transaction fees,
- internal fees and expenses charged by mutual funds or exchange traded funds (“ETFs”), and
- other fees and taxes on brokerage accounts and securities transactions.

Mutual fund companies, ETFs, and variable annuity issuers charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by us. Complete details of these internal fees and expenses are explained in the prospectuses for each investment. You are strongly encouraged to read these explanations before investing any money. You may ask us any questions you have about fees and expenses.

If you purchase mutual funds through the custodian/broker-dealer, you may pay a transaction fee that would not be charged if the transactions were made directly through the mutual fund company. Also, mutual funds held in accounts at brokerage firms may pay internal fees that are different from funds held at the mutual fund company.

While you may purchase shares of mutual funds directly from the mutual fund company without a transaction fee, those investments would not be part of our advisory relationship with you. This means that they would not be included in our investment strategies, investment performance monitoring, or portfolio reallocations.

Please be sure to read the section entitled “Brokerage Practices,” which follows later in this brochure.

## **Fees for Investment Management**

We offer investment management on a wrap fee basis in which all transaction fees are included within the advisory fees that you pay. Additional information about this program and the fees charged can be found in the *MLFA Investment Advisory Disclosure Brochure*, which is available upon request.

## ***Performance-Based Fees***

Performance-based fees are designed to give a portion of the returns of an investment to the investment adviser as a reward for positive performance. The fee is generally a percentage of the profits made on the investments.

We do not charge performance-based fees on any of our client accounts.

## ***Types of Clients***

We provide advisory services primarily to high net worth individuals, including their trusts, estates and retirement accounts. We also provide services to corporations or business entities including their pension and profit sharing plans.

As a condition for starting and maintaining an advisory relationship, we generally require for investment advisory services is \$25,000. We, at our sole discretion, may accept clients with smaller portfolios based upon certain factors including anticipated future earning capacity, anticipated future additional assets, account composition, related accounts, and pre-existing client relationships. We may consider the portfolios of your family members to determine if your portfolio meets the minimum size requirement.

## ***Methods of Analysis, Investment Strategies and Risk of Loss***

We select specific investments for your portfolios through the use of fundamental and technical analysis, as well as, charting.

Fundamental analysis is a method of evaluating a company that has issued a security by attempting to measure the value of its underlying assets. It entails studying overall economic and industry conditions as well as the financial condition and the quality of the company's management. Earnings, expenses, assets, and liabilities are all important in determining the value of a company. The value is then compared to the current price of the issuing company's security to determine whether to purchase, sell or hold the security.

Technical analysis is a method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity.

Charting involves identifying patterns that can suggest future activity in price movements. A chart pattern is a distinct formation on a stock chart that creates a trading signal or a sign of future price movements. Chartists use these patterns to identify current trends and trend reversals to trigger buy and sell signals. Some of the chart types are Line Charts, Bar Charts, Candlestick, Point and Figure, etc.

Although we manage your portfolio in a manner consistent with your risk tolerances, there can be no guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

All investments involve the risk of loss, including (among other things) loss of principal, a reduction in earnings (including interest, dividends and other distributions), and the loss of future earnings. These risks include market risk, interest rate risk, issuer risk, and general economic risk.

Our investment strategies may include long-term and short-term purchases and sales, and the use of options, and trading (securities sold within 30 days). You may place reasonable restrictions on the strategies to be employed in your portfolio and the types of investments to be held in your portfolio.

You must also be aware that the use of options and short sales are higher risk strategies. It is possible to lose all of the principal you invest, and sometimes more. When you short sell, your losses can be infinite.

### ***Disciplinary Information***

We have not been the subject of any legal or disciplinary events that would be material to your evaluation of our business or the integrity of our management.

### ***Other Financial Industry Activities and Affiliations***

As noted in “Fees and Compensation” above, our advisory representatives are also registered representatives and advisory representatives of FSC Securities Corporation (“FSC”), an unaffiliated, registered broker/dealer and investment adviser. You are under no obligation to purchase or sell securities or advisory services through these representatives; however, if transactions are conducted, we may earn compensation that will be in addition to any fees that you pay us.

Our advisory representatives are licensed insurance agents. You are under no obligation to purchase insurance products through us; however, if transactions are conducted, we may earn commissions in addition to any fees that you pay us.

We are also involved in tax preparation services for individuals.

Information about your advisory representative's financial industry activities and affiliations is disclosed in the advisory representative's brochure supplement which you will receive with this brochure. Additional information about your advisory representative is also available at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### ***Code of Ethics; Participation or Interest in Client Transactions and Personal Trading***

We have adopted a *Code of Ethics* ("Code") to address the securities-related conduct of our advisory representatives and employees. The *Code* includes our policies and procedures developed to protect your interests in relation to the following:

- the duty at all times to place your interests ahead of ours;
- that all personal securities transactions of our advisory representatives and employees be conducted in a manner consistent with the *Code* and avoid any actual or potential conflict of interest, or any abuse of an advisory representative's or employee's position of trust and responsibility;
- that advisory representatives may not take inappropriate advantage of their positions;
- that information concerning the identity of your security holdings and financial circumstances are confidential; and
- that independence in the investment decision-making process is paramount.

We will provide a copy of the *Code* to you or any prospective client upon request.

We do not buy or sell securities for our firm that we also recommend to clients. Our advisory representatives and employees are permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account(s). The personal securities transactions by advisory representatives and employees may raise potential conflicts of interest when they trade in a security that is owned by your or considered for purchase or sale for you.

We have adopted policies and procedures that are intended address these conflicts of interest. These policies and procedures:

- require our advisory representatives and employees to act in your best interest,
- prohibit favoring one client over another, and
- provide for the review of transactions to discover and correct any same-day trades that result in an advisory representative or employee receiving a better price than a client.

Advisory representatives and employees must follow our procedures when purchasing or selling the same securities purchased or sold for you.

### ***Brokerage Practices***

We may recommend that the broker-dealer/custodian for your account be Schwab Institutional ® division of Charles Schwab & Company, Inc., TD Ameritrade, Inc. through its TD Ameritrade Institutional program (collectively “the broker dealer/custodian”) or FSC, as the broker-dealer/custodian Pershing, LLC (“Pershing”). The broker dealer/custodian will assist us in servicing your accounts. We are independently owned and operated and not affiliated with the broker dealer/custodian. Our use of the broker dealer/custodian is, however, a beneficial business arrangement. Information regarding the benefits of this relationship is described below.

Our recommendation of a specific custodian is based in part on our existing relationships; the custodian’s financial strength; reputation; breadth of investment products; and, the cost and quality of custody and brokerage services provided to you and our other clients.

The determining factor in the selection of the broker dealer/custodian to execute transactions for your accounts is not the lowest possible transaction cost, but whether the broker dealer/custodian can provide what is in our view the best qualitative execution for your account.

In addition to brokerage and custody services, services customarily made available to advisers include access to investments generally available to institutional investors; research; software; and, educational opportunities. Custodians may also make available or arrange for these types of services to be provided to us by independent third parties. Custodians may discount or waive the fees they would otherwise charge for some of the services they make available to us. They may also pay all or a part of the fees of a third party providing these services to us.

We receive economic benefits as a result of our relationship with the custodians because we do not have to produce or purchase the products and services listed above. These services are not contingent upon us committing any specific amount of business to the custodians in trading commissions. We do not enter into soft-dollar arrangements with custodians or brokers

Because the amount of our compensation or the products or services we receive may vary depending on the custodian/broker-dealer we recommend to be used by our clients, we may have a conflict of interest in making that recommendation. Our recommendation of specific broker dealer/custodian may be based in part on the economic benefit to us and not solely on the nature, cost or quality of custody and brokerage services provided to you and our other clients. We nonetheless strive to act in your best interests at all times.

The custodians do not charge separately for holding our client accounts, but may be compensated by you through other transaction-related fees associated with the securities transactions they execute for your account.

Commissions and other fees for transactions executed through the broker dealer/custodian may be higher than commissions and other fees available if you use another custodian/broker-dealer firm to execute transactions and maintain custody of your account. We believe, however, that the overall level of services and support provided to our clients by the broker dealer/custodian outweighs the benefit of possibly lower transactions cost which may be available under other brokerage arrangements.

Many of the services described above may be used to benefit all or a substantial number of our accounts, including accounts not maintained at through the broker dealer/custodian. We do not attempt to allocate these benefits to specific clients.

FSC sponsors the Focus Elite Partners Program. In this program, selected vendors will be invited to pay additional marketing fees to FSC for its enhanced marketing and distribution efforts. As part of such compensation, such vendors will, at no additional charge, be invited to participate in FSC's educational and sales seminar's included in the Firm's 'The Source' publication, and will also be granted access to registered representative lists and marketing information. In addition, ticket charges for purchasing such funds may be reduced or waived. A list of FSC's Focus Elite Partners Program members is available to you upon request of your advisory representative.

You may direct us in writing to use a particular broker-dealer to execute some or all of the transactions for your account. If you do so, you are responsible for negotiating the terms and arrangements for the account with that broker-dealer. We may not be able to negotiate commissions, obtain volume discounts, or best execution. In addition, under these circumstances a difference in commission charges may exist between the commissions charged to clients who direct us to use a particular broker or dealer and other clients who do not direct us to use a particular broker or dealer.

## ***Review of Accounts***

All accounts are reviewed with you by your assigned advisory representative, initially and at least annually or as agreed upon with you. The reviews focus on consistency of portfolio investments with investment objectives and risk tolerances. In addition, investment constraints are considered and tested against portfolio holdings. These constraints include but are not limited to:

- time horizon,
- liquidity needs,
- tax considerations,
- legal/regulatory constraints and
- any other unique circumstances.

We will monitor accounts on an ongoing basis. Account reviews may be triggered by potential changes in general economic and market conditions, analyst reports, company news and interest rate movement. There is no limit to the number of accounts assigned to the reviewer.

As previously noted, we strongly encourage you to advise your advisory representative of any changes in your personal circumstances, your investment goals or objectives, and your risk tolerances to ensure that your investments and investment strategies are most appropriate for you.

We do not perform review of financial plans unless you request us to do so. Our advisory representatives perform reviews in the ordinary course of their duties. Review of pension client assets will be conducted in accordance with the specific contract with each plan sponsor. All reviews will be conducted by Alfred Matarazzo, Jr. and the MLFA team.

You will receive statements from the custodian/broker-dealer at least quarterly. These statements identify your current investment holdings, the cost of each of those investments, and their current market values.

## ***Client Referrals and Other Compensation***

We do not directly or indirectly compensate any person who is not one of our advisory representatives or employees for client referrals.

We receive certain economic benefits as a result of our participation in the broker dealer/custodian institutional program. Those benefits are described in detail in the preceding section entitled “Brokerage Practices.”

We may be eligible to receive incentive based awards such as trips to conferences and seminars conducted by product sponsors or FSC Securities Corporation.

FSC participates in the FundVest program sponsored by Pershing, whereby we can offer you no-load mutual funds without incurring transaction costs subject to a minimum purchase amount. If the fund is sold prior to a 60 day hold/redemption period, a \$26.00 charge will be passed on to you. This charge may be in addition to other fees, charges, and restrictions imposed by the mutual fund company for short-term trading and redemptions.

We generally will recommend funds that participate in the FundVest program. Most of these funds assess 12b-1 fees, which are paid to FSC and a portion passed through to your advisory representative. Therefore, use of these funds may result in increased compensation to us, creating a potential conflict of interest in connection with our recommendation of particular mutual fund investments for your account. Furthermore, FSC may receive a re-allowance of a portion of the FundVest fees. A list of FundVest Focus members is available to you upon request.

American International Group, Inc. (“AIG”) is FSC’s Parent Company. In our capacity as registered representatives of FSC we may, from time to time, recommend to you investment products, including mutual funds, variable and fixed annuities, and other insurance products sponsored by SunAmerica or AIG affiliates. In addition, in certain programs, SunAmerica Trust Company (“STC”), an affiliate of FSC, or another SunAmerica affiliate, may be selected and receive compensation as the custodian for the account. We may have a conflict of interest when assisting you in selecting these investment products, insurance products, and custodians because AIG receives more aggregated compensation if you select products of STC or another AIG subsidiary or affiliate.



## ***Custody***

Your account is maintained by a qualified custodian. However, we may be deemed to have custody when you authorize us to deduct our fees from your account. You will receive statements from the custodian/broker-dealer that holds your investment account on at least a quarterly basis. The statements will show the amount of our fee that was deducted. We urge you to carefully review these statements. You should verify that the transactions in your account are consistent with your investment goals and the objectives for your account. We also encourage you to contact your advisory representative or our Chief Compliance Officer should you have any questions or concerns regarding your account.

## ***Investment Discretion***

We offer our advisory services on a discretionary and non-discretionary basis.

Discretionary means that we do not need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts.

Non-discretionary means that we need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts.

We do not have the ability to withdraw funds from your account (other than to withdraw our advisory fees which, may only be done with your prior written authorization.) This discretion is used in a manner consistent with the stated investment objectives for your account, if you have given us written authorization to do so. We only exercise discretion in accounts where we have been authorized by you. This authorization is typically included in the investment advisory agreement you enter into with us.

## ***Voting Client Securities***

We do not take any action or give any advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which your accounts may be invested. In addition, we do not take any action or give any advice with respect to any securities held in any accounts that are named in or subject to class action lawsuits. You will receive proxy information from your account custodian. We will, however, forward to you any information received by us regarding proxies and class action legal matters involving any securities held in your accounts.

## ***Financial Information***

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you and we have not been the subject of a bankruptcy proceeding.

Alfred F. Matarazzo, Jr.

*Main Line Financial Advisors, LLC*

*211 East High Street  
Pottstown, PA 19464  
800.266.6532*

Brochure Supplement

February 25, 2016

**This brochure supplement provides information about Al Matarazzo, Jr. that supplements the Main Line Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Al Matarazzo, Chief Compliance Officer, if you did not receive Main Line Financial Advisors LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Al Matarazzo, Jr, CRD Number 2232383, is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Educational Background and Business Experience***

**Alfred Matarazzo, Jr.**

*Year of birth:* 1970

*Formal education includes:*

- Albright College - 1993, B.S., Finance and Economics

*Business background includes:*

- Main Line Financial Advisors, LLC - Advisory Representative; Managing Director  
(1992 – Present)
- FSC Securities Corporation – Registered Representative;  
(1992 – Present)

*Professional Designations*

### **CHARTERED MUTUAL FUND COUNSELOR® (“CMFC”)**

The CMFC Program is the only industry-recognized mutual fund designation. It is the result of collaboration between the College for Financial Planning® and the Investment Company Institute (ICI), the primary trade association for the mutual fund industry. The program’s quality and thoroughness reflect the combined experience and expertise of the College and the ICI.

This program provides an individual with a thorough knowledge of mutual funds and their various uses as investment vehicles.

The College for Financial Planning® awards the CHARTERED MUTUAL FUND COUNSELOR<sup>SM</sup> AND CMFC® designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions.

Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Successful students are granted the right to use the designation on correspondence and business cards for a two-year period.

Continued use of the CMFC® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CMFC® designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee of \$75.

### ***Disciplinary Information***

Alfred Matarazzo, Jr. has not been the subject of any legal or disciplinary event.

### ***Other Business Activities***

We are also registered representatives and advisory representatives of FSC Securities Corporation ("FSC"), an unaffiliated, registered broker/dealer and investment adviser. You are under no obligation to purchase or sell securities or advisory services through these representatives; however, if transactions are conducted, we may earn compensation that will be in addition to any fees that you pay us.

We are licensed insurance agents. You are under no obligation to purchase insurance products through us; however, if transactions are conducted, we may earn commissions in addition to any fees that you pay us.

We are also involved in tax preparation services for individuals.

## ***Additional Compensation***

We may offer advice that involves investment in mutual funds. Load and no-load mutual funds may pay usual and customary compensation (such as 12b-1 fees) from the sale of mutual fund products. This compensation is consideration for various services that we provide such as presenting information to you regarding the funds and recommending shares of the funds for investment. Payment of these fees is included in the expense ratios of the mutual funds.

These fees come from fund assets, and thus, indirectly, from your assets. The 12b-1 fees may be initially paid to FSC and a portion allocated to us. The receipt of these fees could represent an incentive for us to recommend funds with 12b-1 fees or higher 12b-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest. However, all clients of MLFA are researched to the extent needed to produce financial plans for you based on your goals, objectives, risk tolerance and needs. All clients are given the same considerations regardless of the resultant compensation levels should the plan be implemented through FSC.

We may be eligible to receive incentive based awards such as trips to conferences and seminars conducted by product sponsors or FSC Securities Corporation.

## ***Supervision***

Mr. Matarazzo is Managing Director and principal owner of Main Line Financial Advisors, LLC. As such, there is no employee in a position to supervise him.

Mr. Matarazzo is bound by the firm's Code of Ethics and compliance procedures, as well as the advisory contracts executed by our clients.

You may reach Mr. Matarazzo at 800.266.6532.

Carl W. Landis

*Main Line Financial Advisors, LLC*

*211 East High Street*

*Pottstown, PA*

*19464*

*800.266.6532*

Brochure Supplement

February 25, 2016

**This brochure supplement provides information about Carl W. Landis that supplements the Main Line Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Al Matarazzo, Chief Compliance Officer, if you did not receive Main Line Financial Advisors LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Carl W. Landis, CRD Number 1866768, is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Educational Background and Business Experience***

**Carl W. Landis**

*Year of birth:* 1942

*Formal education includes:*

- Lock Haven University – 1970, B.S., Education (Mathematics)
- West Chester University – 1973, M.A., Mathematics

*Business background includes:*

- Main Line Financial Advisors, LLC - Advisory Representative;  
(07/09 – Present)
- FSC Securities Corporation – Registered Representative;  
(07/09 – Present)
- LPL Securities, Registered Representative; (09/08 – 06/09)
- MSC Securities – Registered Representative; (05/94 – 08/08)

*Professional Designations*

**CFP®, or Certified Financial Planner** and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”), is a voluntary professional designation granted by the Certified Financial Planner Board of Standards, Inc. in the US.

A candidate for the designation must meet the following requirements: Bachelor’s Degree (or higher) from an accredited college university; three years of full-time personal financial planning experience; completion of a comprehensive program of study; successful passing of a 10-hour exam; and agree to be bound by the Standards of Professional Conduct, the ethical and practice standards for CFP® professionals. After certification, continued use of the designation mandates 30 hours of continuing education every two years and on-going commitment to the ethics and practice standards.

## ***Disciplinary Information***

Carl W. Landis has not been the subject of any legal or disciplinary event.



## ***Other Business Activities***

We are also registered representatives and advisory representatives of FSC Securities Corporation (“FSC”), an unaffiliated, registered broker/dealer and investment adviser. You are under no obligation to purchase or sell securities or advisory services through these representatives; however, if transactions are conducted, we may earn compensation that will be in addition to any fees that you pay us.

We are licensed insurance agents. You are under no obligation to purchase insurance products through us; however, if transactions are conducted, we may earn commissions in addition to any fees that you pay us.

We are also involved in tax preparation services for individuals.

## ***Additional Compensation***

We may offer advice that involves investment in mutual funds. Load and no-load mutual funds may pay usual and customary compensation (such as 12b-1 fees) from the sale of mutual fund products. This compensation is consideration for various services that we provide such as presenting information to you regarding the funds and recommending shares of the funds for investment. Payment of these fees is included in the expense ratios of the mutual funds.

These fees come from fund assets, and thus, indirectly, from your assets. The 12b-1 fees may be initially paid to FSC and a portion allocated to us. The receipt of these fees could represent an incentive for us to recommend funds with 12b-1 fees or higher 12b-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest. However, all clients of MLFA are researched to the extent needed to produce financial plans for you based on your goals, objectives, risk tolerance and needs. All clients are given the same considerations regardless of the resultant compensation levels should the plan be implemented through FSC.

We may be eligible to receive incentive based awards such as trips to conferences and seminars conducted by product sponsors or FSC Securities Corporation.

## ***Supervision***

Mr. Landis is supervised by Al Matarazzo, Chief Compliance Officer. Mr. Matarazzo can be reached at 800.266.6532.

We supervise Mr. Landis by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Mr. Landis gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established;
- A review of account transactions;
- Review custodial information on a quarterly basis to assess account activity;
- Perform annual oversight so that Mr. Landis is aware of your current financial situation, objectives, and individual investment needs;
- A review of client correspondence; and
- Annual random sampling of client account to review the proper alignment of client objectives and investments.

Robert B. Logan

*Main Line Financial Advisors, LLC*

*211 East High Street  
Pottstown, PA 19464  
800.266.6532*

Brochure Supplement

February 25, 2016

**This brochure supplement provides information about Robert B. Logan that supplements the Main Line Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Al Matarazzo, Chief Compliance Officer, if you did not receive Main Line Financial Advisors LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Robert B. Logan, CRD Number 2524134, is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Educational Background and Business Experience***

**Robert B. Logan**

*Year of birth:* 1951

*Formal education includes:*

- Temple University, B.A.
- Widener College, M.S., Taxation

*Business background includes:*

- Main Line Financial Advisors, LLC - Advisory Representative;  
(2013 – Present)
- FSC Securities Corporation – Registered Representative;  
(2013 – Present)
- Logan Financial Service Corp. – President (1987 – Present)
- H.D. Vest Investment Services – Registered Representative (2001 – 2013)
- H.D. Vest Advisory Services – Advisory Representative (2001 – 2013)

## ***Disciplinary Information***

Robert B. Logan has not been the subject of any legal or disciplinary event.

## ***Other Business Activities***

Mr. Logan is also a registered representative and advisory representative of FSC Securities Corporation (“FSC”), an unaffiliated, registered broker/dealer and investment adviser. You are under no obligation to purchase or sell securities or advisory services through Mr. Logan in this capacity; however, if transactions are conducted, he may earn compensation that will be in addition to any fees that you pay us.

Mr. Logan is also a licensed insurance agent. You are under no obligation to purchase insurance products and services through him; however, if transactions are conducted, he may earn commissions in addition to any fees that you pay us.

Mr. Logan also provides tax preparation and accounting services through Logan Financial Corp.

## ***Additional Compensation***

We may offer advice that involves investment in mutual funds. Load and no-load mutual funds may pay usual and customary compensation (such as 12b-1 fees) from the sale of mutual fund products. This compensation is consideration for various services that we provide such as presenting information to you regarding the funds and recommending shares of the funds for investment. Payment of these fees is included in the expense ratios of the mutual funds.

These fees come from fund assets, and thus, indirectly, from your assets. The 12b-1 fees may be initially paid to FSC and a portion allocated to us. The receipt of these fees could represent an incentive for us to recommend funds with 12b-1 fees or higher 12b-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest. However, all clients of MLFA are researched to the extent needed to produce financial plans for you based on your goals, objectives, risk tolerance and needs. All clients are given the same considerations regardless of the resultant compensation levels should the plan be implemented through FSC.

We may be eligible to receive incentive based awards such as trips to conferences and seminars conducted by product sponsors or FSC Securities Corporation.

## ***Supervision***

Mr. Logan is supervised by Al Matarazzo, Chief Compliance Officer. Mr. Matarazzo can be reached at 800.266.6532.

We supervise Mr. Logan by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Mr. Logan gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established;
- A review of account transactions;
- Review custodial information on a quarterly basis to assess account activity;
- Perform annual oversight so that Mr. Logan is aware of your current financial situation, objectives, and individual investment needs;
- A review of client correspondence; and
- Annual random sampling of client account to review the proper alignment of client objectives and investments.