

Item 1 – Cover Page

Exeter Financial LLC

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January 19, 2017

This Brochure provides information about the qualifications and business practices of Exeter Financial LLC [“Exeter”]. If you have any questions about the contents of this Brochure, please contact Exeter at (480) 588-0830 or info@exeterfinancial.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

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

Additional information about Exeter also is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Summary of Material Changes

On July 28, 2010, the United States Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated January 19th, 2017 is an updated document prepared according to the SEC’s new requirements and rules. Our prior submission was dated March 30th, 2016.

A material change is defined as any change that an average client would consider important to know prior to making an investment decision. The following are short summaries of the material changes that have occurred since our last annual update. You are encouraged to review any item numbers referenced for additional information.

- 1) **New branch office:** *Item 4: Advisory Business* has been updated to include a new branch location in California.
- 2) **ERISA covered retirement plans:** *Item 4: Advisory Business* has been updated to include additional disclosure.
- 3) **Updated disclosure:** *Item 5: Fees and Compensation* has been updated to reflect current fee structure sans broker/dealer affiliation.
- 4) **Affiliation update:** *Item 10: Other Financial Industry Activities and Affiliations* has been updated with the removal of BMA Securities, Inc.
- 5) **Updated disclosure:** *Item 12: Brokerage Practices* has removed BMA Securities as a recommendation as broker/dealer.

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

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

Currently, our Brochure may be requested by contacting Dorra Tang, Director of Client Solutions at (480) 588-0823 or dtang@exeterfinancial.com. Additional information about Exeter is also available via the SEC’s web site www.adviserinfo.sec.gov. The SEC’s web site also provides information about any persons affiliated with Exeter who are registered, or are required to be registered, as investment adviser representatives of Exeter.

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Item 4 – Advisory Business

Exeter Financial LLC (Exeter) is an Arizona limited liability company formed November 16, 2006. Exeter is registered with the SEC as an investment adviser. Exeter's SEC file number is 801-67719. FINRA's CRD system has assigned CRD number 143420 to Exeter. Exeter's fiscal year ends December 31.

Exeter's principal office and place of business is 7001 North Scottsdale Road, Suite 1055, Scottsdale, AZ 85253, United States. Hours of operation are Monday through Friday from 8:00AM to 5:00PM. Our main telephone number is (480)588-0830 and facsimile number is (480)991-3168. Exeter's web address is www.exeterfinancial.com.

Exeter has a satellite branch office located at 111 Corporate Drive, Suite 200, Ladera Ranch, CA 92694, United States. Hours of operation are Monday through Friday from 8:00AM to 5:00PM. The branch telephone number is (949)297-4900 and facsimile number is (949)297-4911.

Exeter maintains books and records onsite as a requirement under Section 204 of the Advisers Act. Exeter does not maintain books or records in any place other than Exeter's principal office and place of business. Exeter is not registered with any foreign financial regulatory authorities.

Exeter's principal owners are Peter Westover Helms, Co-Managing Member and Stephen Leon Harrison Jr., Co-Managing Member and Chief Compliance Officer. Exeter's team is comprised of highly specialized professionals in the areas of investing, estate and trust planning, and tax planning. Exeter employs six full time staff members with no part-time employees. Of these full time employees, four perform investment advisory functions.

Exeter is not a custodian of any accounts.

Exeter provides high net worth individuals, families, and related entities with comprehensive and integrated wealth management services which include strategic planning, investment consulting, alternative investment strategies, single stock risk management, and estate and tax planning through professional intermediaries. Advisory services are tailored to the individual needs of each client. The planning process begins by working closely with our clients to identify their long-term goals and objectives. We then seek to develop a comprehensive, integrated wealth management plan helping out clients to achieve what is important for them. We

work closely with each client to implement the mutually agreed upon wealth management plan. Specifically for the investment arena, we review each client's portfolio on an ongoing basis and evaluate possible adjustments in response to economic changes, market trends or client needs. We are committed to identifying and providing access to some of the best, most innovative investment strategies and opportunities.

Exeter performs investment management and/or advisory services for Employee Retirement Income Security Act of 1974 (ERISA) covered retirement plans. Depending upon the needs of the plan, we may serve as a 3(38) discretionary investment manager or 3(21) nondiscretionary advisor. We may also provide additional consulting services to assist the plan sponsor with meeting its fiduciary obligation as the plan's Named Fiduciary.

Prior to engaging Exeter to provide advisory services, the client will be required to enter into an Investment Advisory Agreement with Exeter setting forth the terms and conditions of the engagement, describing the scope of the services to be provided, and the portion of the fee that is due from the client prior to Registrant commencing services.

In performing its services, Exeter shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. If requested by the client, Exeter may recommend the services of other professionals for implementation purposes. The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from Exeter. Moreover, each client is advised that it remains their responsibility to promptly notify Exeter if there is ever any change in their financial situation or investment objectives for the purpose of reviewing, evaluating, or revising Exeter's previous recommendations and/or services. Clients may impose restrictions on investing in certain securities or types of securities.

Neither Exeter nor the client may assign the Investment Advisory Agreement without the prior written consent of the other party. Transactions that do not result in a change of actual control or management of Exeter shall not be considered an assignment.

A copy of Exeter's written disclosure statement as set forth in Form ADV Parts 2A and 2B (or an equivalent brochure) shall be provided to each client prior to or contemporaneously with the execution of the Investment Advisory Agreement. Any client who has not received a copy of Exeter's written disclosure statement at least forty-eight (48) hours prior to executing the Investment Advisory Agreement shall have five (5) business days subsequent to executing the agreement to terminate Exeter's services without penalty.

As of December 31, 2016, Exeter had over \$191.3 million assets under management (AUM) with approximately \$189.2 million managed on a discretionary basis and slightly over \$2.1 million managed on a non-discretionary basis. The computation of AUM is consistent to the method used in Part 1A of Form ADV. This includes the securities portfolios for which Exeter provides continuous and regular supervisory or management services as of the date of filing this Form ADV. Should Exeter opt to use a different method, Exeter will maintain onsite documentation describing the method used.

As an SEC-registered adviser, Exeter will only conduct business in states in which we have noticed filed in or are exempted from such notice filing. Exeter has noticed filed to conduct business with clients who are residents of Arizona, California, Texas and Washington.

Item 5 – Fees and Compensation

The client can determine to engage Exeter to provide initial and ongoing financial planning and discretionary investment management services on a *fee-only* basis. Exeter's annual investment management fee shall be 1.25% of the assets placed under Exeter's management. Exeter's annual investment management fee shall be prorated and paid quarterly, in arrears, based upon the market value of the assets on the last business day of the previous quarter. Exeter generally requires a minimum account of \$1,000,000.00 and an annual minimum fee of \$10,000.00 for its active discretionary investment management services. However, Exeter, in its sole discretion, may reduce its account minimum, minimum annual fee and/or charge a lesser investment 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, negotiations with client, etc.).

Exeter may, in its sole discretion, determine to provide financial planning and/or consulting services (including investment and non-investment related matters) on a stand-alone basis. Should Exeter determine to do so, Exeter will generally charge a fixed or hourly fee for these services. Exeter's financial planning and consulting fees generally range from \$2,500.00 to \$3,500.00 on a fixed fee basis, and from \$250.00 to \$350.00 on an hourly rate basis, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s).

Accounts may also be referred to third party money managers as sub-advisors on client accounts. When using sub-advisors, Exeter selects from a number of registered investment advisors with varying styles and talents to which Exeter then recommends to its clients based on the client's individual needs and objectives. The client will sign a separate Investment Advisory Agreement with the aforementioned third party money manager and pay a fee directly to the third party separate and apart from Exeter's advisory fee stipulated in the primary Investment Advisory Agreement between the client and Exeter.

Please see Item 12 Brokerage Practices below for more information regarding Exeter's recommendation and use of broker-dealer/custodial firms. Prior to engaging Exeter to provide investment management services, the client will be required to enter into a formal *Investment Advisory Agreement* with Exeter setting forth the terms and conditions under which Exeter shall manage the client's assets,

and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Broker-dealers such as *Schwab* charge clients brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual fixed income securities transactions). In addition to Exeter's advisory fee and the above mentioned brokerage and/or transaction fees, the client may also incur charges imposed by separate account money managers and at the mutual fund level.

When recommending mutual funds in its investment management service, Exeter generally recommends only no-load or load-waived mutual funds. However, all mutual funds, exchange traded funds and other investment company securities (Funds) incur certain types of charges and expenses, which are paid from the value of the Funds shares. These charges and expenses include investment management, transaction, administrative, distribution, transfer agent, custodial, legal, audit and other customary fees. If a client's account holds any such Fund shares, the client will be indirectly paying these expenses, which are in addition to Exeter's investment management fee to the client. Clients are encouraged to read the prospectuses of any Funds which are purchased in their account for a more complete explanation of these fees and expenses.

With certain exceptions, clients can purchase shares of Funds outside of their investment management account without paying for and receiving the benefit of Exeter's investment management services. Certain Funds are offered generally to the public without a sales charge and, for those Funds that are offered with a sales charge, the sales charge described in the Fund's prospectus may be more or less than the investment management fee.

Clients should also be aware that Exeter's investment management fee described above will be imposed on all Fund shares that the client designates as investment management assets and place in their Exeter investment management account, including Fund shares on which they may have previously paid a sales charge. Clients may also be charged redemption fees from mutual funds that were redeemed in order to participate in the investment management service.

Both Exeter's Investment Advisory Agreement and the custodial/clearing agreement shall authorize the custodian to debit the account for the amount of Exeter's advisory fee and to directly remit that advisory fee to Exeter in accordance

with required SEC procedures. The Investment Advisory Agreement between Exeter and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the Investment Advisory Agreement. Upon termination, Exeter shall debit the client account for the pro-rated portion of Exeter's quarterly investment management fee.

Item 12 further describes the factors that Exeter considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

Investments Available without Exeter's Services

Clients may invest in mutual funds or other investments without the services of Exeter. In that case, the client would not receive the services provided by Exeter which are designed, amongst other things, to assist the client in determining which fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and the fees charged by Exeter to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

Exeter believes its fees are competitive with fees charges by other investment advisers for comparable services, but comparable services may be available from other sources for lower fees than those charged by Exeter. Clients are provided statements from their selected custodian that reflect all account activity, including Exeter management fee billing, and are responsible for verifying the accuracy of the fees and charges by the custodian and/or Exeter.

Tax Consequences of Transactions

Clients are advised that any redemptions and exchanges between Funds and other securities transactions in the clients Portfolio Management and Review account might have tax consequences, which clients should discuss with their independent tax advisor.

Brokerage and Custodial Charges

In addition to Exeter's management fees, clients are also responsible for paying certain charges imposed by unaffiliated third-parties. Such charges include, but are not limited to, custodial fees, brokerage commissions, transaction fees, wire transfer fees and other fees and taxes on brokerage accounts and securities transactions.

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

Exeter does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). Therefore, side-by-side management of accounts that would incur fee calculations differently is not applicable to our firm and no conflict of interest exists.

Item 7 – Types of Clients

Exeter primarily provides portfolio management services to individuals, high net worth individuals, corporate pension and profit-sharing plans, charitable institutions, foundations, endowments and trusts. Exeter generally accepts accounts with a minimum of \$1,000,000.00 or higher. However, Exeter, in its sole discretion, may reduce its account minimum and charge a lesser investment 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, negotiations with client, etc.).

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

Exeter employs a wide range of methods to evaluate investments and determine appropriate positions for portfolios, including charting analysis, fundamental analysis, technical analysis, and analysis of economic, market, industry, firm, and product cycles and trends. Exeter's investment philosophy encourages long-term, buy-and-hold philosophies and approaches in their investment selection and implementation strategies.

Typical sources of information include publicly available SEC filings, press releases, company websites, company earnings calls, financial news and quotation services, financial data providers, financial newspapers and magazines, corporate rating services, analyst research reports, computerized asset allocation models, financial weblogs, internet discussion boards, financial websites, various subscription services and, where practical, inspections of company activities.

Exeter continually adapts its investment strategies to market conditions and individual client needs. Decades of experience have shown that no one approach works at all times for all clients. Generally Exeter holds securities in taxable client accounts for over one year, but, when appropriate, will sell within a year to capture a large gain or harvest a tax loss. Exeter at times engages in margin transactions for its own account, but does not make short sales or engage in margin transactions for clients except in special circumstances and at a client's specific request. Exeter occasionally executes option transactions which include writing covered options, uncovered options or spreading strategies. Exeter may also execute futures transactions at the request of clients.

Exeter does not take tax consequences into consideration when providing these services. Investing in securities involves risk of loss that clients should be prepared to bear. Following are the types of risk that may arise to clients due to the types of securities that are recommended to or purchased for clients or the investment strategies used by Exeter:

Business Risk – the risk that the price of an investment will change due to factors unique to that company, investment or market segment and not the market in general.

Liquidity Risk – the risk associated with the ease of being able to quickly convert the value of a security into an equivalent amount of cash. For

example, money market funds are readily convertible (liquid) while certain limited partnership units or real estate are not.

Financial Risk – the risk to specific companies' future earnings due to their use of debt. Companies that borrow money must pay it back at some future date, plus the interest charges. This increases the uncertainty about the company because it must have enough income to pay back this amount at some time in the future.

Exchange Rate (Currency) Risk – the risk that investors in foreign investments may be subject to different exchange rates at the time they wish to convert investment proceeds back to their home currency. If exchange rate risk is high, even though substantial profits may have been made in the foreign markets, a less favorable exchange rate may reduce or eliminate these profits.

Country (Political) Risk – the risk that a major change in the political or economic environment of a foreign country may devalue investments made in that country. This risk is usually restricted to emerging or developing countries that do not have stable economic or political environments.

Market Risk – the risk that the price of a particular investment will change as a result of overall market conditions that are not specific to that particular company or investment.

Interest Rate Risk – the risk that interest rate changes will affect the price of a particular investment. For example, when interest rates rise, the price of bonds generally fall.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Exeter or the integrity of Exeter's management. Exeter has no information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Arizona State Insurance Affiliation

Exeter is an active licensed insurance agency registered with the Arizona State Insurance Department, AZ license #913033. Prior to engaging a client into insurance products, Exeter will enter into a selling agreement between various insurance companies in order to provide fixed annuities, life insurance (including whole and term) policies as well as property and casualty insurance policies.

Although Exeter is an insurance agency, we may refer clients to other insurance agencies to offer additional products for potentially more competitive rates. A commission may be earned for a period of time for referrals which is mutually agreed upon in a written referral agreement with the other insurance agency. This agreement clearly defines the duties and responsibilities of each agency. This is a potential conflict of interest. We believe, however, that a referral to another insurance broker is in the best interests of our clients due to the added expertise and range of products available through the other broker which may not be otherwise available through Exeter.

Exeter's investment adviser representatives (IAR) in their individual capacities as independent insurance agents of various insurance companies may effect insurance transactions for clients; however, under no circumstances are any RIA advisory clients under any obligation to use Exeter or its IAR's for these services.

Item 11 – Code of Ethics

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

Exeter anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which Exeter has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which Exeter, its affiliates and/or clients, directly or indirectly, have a position of interest. Exeter's employees and persons associated with Exeter are required to follow the Code. Subject to satisfying this policy and applicable laws, officers, directors and employees of Exeter and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for Exeter's clients. The Code is designed to assure that the personal securities transactions, activities and interests of the employees of Exeter will not interfere with

- (i) making decisions in the best interest of advisory clients and
- (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Under the Code, certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of Exeter's clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code, and to reasonably prevent conflicts of interest between Exeter and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with Exeter's obligation of best execution. In

such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. Exeter will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

Exeter's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Dorra Tang, Director of Client Solutions at (480) 588-0823 or via email at dtang@exeterfinancial.com.

Item 12 – Brokerage Practices

The Custodian and Brokers We Use

Exeter does not maintain custody of your assets on which we advise, although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Item 15 – Custody, below). Your assets must be maintained in an account at a “qualified custodian,” generally a broker-dealer or bank. We recommend that our clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, as the qualified custodian. We are independently owned and operated and are not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when we or you instruct them to. While we recommend that you use Schwab as custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account as described below (see “Your Brokerage and Custody Costs”).

How We Select Brokers/Custodians

We seek to select a custodian/broker who will hold your assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers and their services. We consider a wide range of factors, including, among others:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds [ETFs], etc.)
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices

- Reputation, financial strength, and stability
- Prior service to us and our other clients
- Availability of other products and services that benefit us, as discussed below (see “Products and Services Available to Us From Schwab”)

Your Brokerage and Custody Costs

For our clients’ accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. For some accounts, Schwab may charge you a percentage of the dollar amount of assets in the account in lieu of commissions. This commitment benefits you because the overall commission rates and asset-based fees you pay are lower than they would be otherwise. In addition to commissions and asset-based fees, Schwab charges you a flat dollar amount as a “prime broker” or “trade away” fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the commissions or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades for your account. We have determined that having Schwab execute most trades is consistent with our duty to seek “best execution” of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see “How We Select Brokers/Custodians”).

Products and Services Available to Us From Schwab

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab’s business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients’ accounts, while others help us manage and grow our business. Schwab’s support services generally are available on an unsolicited basis (we don’t have to request them) and at no charge to us. Following is a more detailed description of Schwab’s support services:

Services That Benefit You. Schwab’s institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and

custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

Services That May Not Directly Benefit You. Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, recordkeeping, and client reporting

Services That Generally Benefit Only Us. Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

Our Interest in Schwab's Services

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. We may have an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How We Select Brokers/Custodians") and not Schwab's services that benefit only us.

Item 13 – Review of Accounts

Exeter's investment advisors and compliance officer periodically monitors accounts to identify and correct any transaction or valuation errors, and to implement investment strategies that serve each client's investment objectives. More frequent account reviews are triggered by such factors as:

- a) Awareness of a material change in a client's circumstances or investment objectives.
- b) Significant changes in market conditions.
- c) Changes in the investment advisor's assessment of a security held in an account.
- d) Divergence of an account's investment performance from management's expectations.

For those clients to whom Exeter provides investment advisory services, account reviews are conducted on an ongoing basis by Exeter's designated investment advisor. All clients are advised that it remains their responsibility to advise Exeter of any changes in their investment objectives and/or financial situation. All clients (in person or telephonically) are encouraged to review financial planning issues, investment objectives and account performance with Exeter on an annual basis.

Clients are provided with transaction confirmation notices and regular summary account statements directly from the broker-dealer/custodian for the client accounts. Those clients to whom Exeter provides investment supervisory services will also receive a quarterly report from Exeter summarizing advisory account activity and performance. These reports are not written however they are computer generated using Exeter's third party portfolio reporting vendor.

Item 14 – Client Referrals and Other Compensation

Exeter may receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12 – Brokerage Practices). The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

Exeter has entered into written arrangements to pay cash referral fees to individuals or companies (Solicitors) who recommend prospective clients to Exeter. Likewise, Exeter may enter into written arrangements to receive cash referral fees from individuals or companies. In these cases, there will be a written agreement between Exeter and the Solicitor, which clearly defines the duties and responsibilities of the solicitor under this arrangement. In addition, each Solicitor is required to provide a written disclosure document, which explains to the prospective client the terms under which the Solicitor is working with Exeter and the fact that the Solicitor is being compensated for the referral activities. The Solicitor is also required to furnish a copy of Exeter's written disclosure document (Form ADV Parts 2A and 2B) to the prospective client and obtain a written acknowledgement from the client that both the Solicitor's and Exeter's disclosure documents have been received. Exeter IARs, in their individual capacities as registered representatives or insurance agents, may from time to time receive incentive awards for the sale of securities and insurance products. The receipt of these awards may affect their recommendation of securities and insurance products to clients.

While Exeter endeavors at all times to put the interest of their clients first as part of its fiduciary duty, clients should be aware that the receipt of any additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals. With full disclosure, Exeter believes that no conflict of interest that is detrimental to the client will result, since through full disclosure, the clients will have the opportunity to determine what is in their best interests.

Item 15 – Custody

Custody means holding, directly or indirectly, client funds or securities, or having any authority to obtain possession of them. You have custody if a related person holds, directly or indirectly, client funds or securities, or has any authority to obtain possession of them, in connection with advisory services you provide to clients. Custody includes:

- Possession of client funds or securities (but not of checks drawn by clients and made payable to third parties) unless you receive them inadvertently and you return them to the sender promptly but in any case within three business days of receiving them;
- Any arrangement (including a general power of attorney) under which you are authorized or permitted to withdraw client funds or securities maintained with a custodian upon your instruction to the custodian; and
- Any capacity (such as general partner of a limited partnership, managing member of a limited liability company or a comparable position for another type of pooled investment vehicle, or trustee of a trust) that gives you or your supervised person legal ownership of or access to client funds or securities.

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct the broker dealer, bank or other qualified custodian such as Schwab to deduct Exeter's advisory fees directly from your account or if you grant us authority to move your money to another person's account. Schwab maintains actual custody of your assets. Exeter sends information to Schwab to deduct the advisory fee. You will receive account statements directly from Schwab at least quarterly and these account statements will reflect, among other things, the advisory fee charged to your account by Exeter. They will be sent to the email or postal mailing address you provided to Schwab. You should carefully review those statements promptly when you receive them. Exeter urges you to carefully review such statements for accuracy and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities. With the exception of the ability to debit client portfolios for advisory fees, Exeter does not and will not have custody of clients' funds or securities.

Item 16 – Investment Discretion

Exeter usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, Exeter observes limitations and restrictions of the clients for which it advises. For registered investment companies, Exeter's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to Exeter in writing.

Item 17 – Voting *Client* Securities

Exeter does maintain a proxy voting policy in which we do not vote proxies on behalf of our clients. The proxy voting policy is set forth as such:

The client shall be responsible for:

- (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and
- (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the assets.

Exeter and/or the client shall correspondingly instruct each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the assets.

Item 18 – Financial Information

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

Item 1- Cover Page

Stephen Leon Harrison Jr.

Exeter Financial LLC

7001 N. Scottsdale Road, Suite 1055

Scottsdale, AZ 85253

(480) 588-0830

January 19, 2017

This Brochure Supplement provides information about Stephen Leon Harrison Jr. that supplements the Exeter Financial LLC (Exeter) Brochure. You should have received a copy of that Brochure. Please contact Dorra Tang, Director of Client Solutions if you did not receive Exeter's Brochure or if you have any questions about the contents of this supplement.

Additional information about Stephen Leon Harrison Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Born: 1966

Educational Background:

Bachelor of Arts, Business Administration University of Washington

Business Background for the Past 5 Years:

3/2007 – Present Exeter Financial, LLC, Scottsdale, AZ, Principal/Chief Compliance
Officer/Investment Advisor Representative

2/2008 – 12/2016 BMA Securities Inc., Rolling Hills Estates, CA, Registered Representative

Professional Designations:

Certified Investment Management Analyst (CIMA)

The CIMA certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable regulatory history.

To obtain the CIMA certification, candidates must pass an online Qualification Examination, successfully complete a one-week classroom education program provided by a Registered Education Provider at an AACSB accredited university business school, and pass an online Certification Examination.

CIMA designees are required to adhere to IMCA's Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

To learn more about the CIMA designation, visit www.imca.org.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Mr. Harrison is an active licensed insurance agent in the state of Arizona, AZ license # 874874. Mr. Harrison also holds non-resident insurance license in the state of Washington, NPN# 5772339. Prior to engaging a client into insurance products, Exeter will enter into a selling agreement between various insurance companies in order to provide fixed annuities, life insurance (including whole and term) policies as well as property and casualty insurance policies.

Although Mr. Harrison is an insurance agent he may refer clients to other insurance agencies to offer additional products for potentially more competitive rates. A commission may be earned for a period of time for referrals which is mutually agreed upon in a written referral agreement with

Exeter and the other insurance agency. This agreement clearly defines the duties and responsibilities of each agency. This is a potential conflict of interest. We believe, however, that a referral to another insurance broker is in the best interests of our clients due to the added expertise and range of products available through the other broker which may not be otherwise available through Exeter.

Mr. Harrison may effect insurance transactions for clients; however, under no circumstances are any advisory clients under any obligation to use Mr. Harrison for these services.

Item 5 - Additional Compensation

Mr. Harrison does not receive an economic benefit from any person, company, or organization, other than Exeter in exchange for providing clients investment advisory or pension consulting services.

Item 6 - Supervision

As Co-Managing Partner and Chief Compliance Officer of Exeter, Stephen Harrison has ultimate and direct supervisory responsibility over all personnel and functional areas of Exeter. Mr. Harrison regularly reviews reports and activities of Exeter and its personnel for compliance with applicable requirements and reviews recommendations and advice of its IARs for appropriateness for clients. Mr. Harrison may be reached through the contact information on the front of this brochure. Since Mr. Harrison cannot review his own recommendations and advice, Peter Helms, Co-Managing Partner has direct supervisory responsibility over Mr. Harrison. Any questions regarding the supervision of Mr. Harrison can be directed to Mr. Helms via phone at (480) 588-0830 or via email at phelms@exeterfinancial.com

All employees of Exeter Financial LLC are provided with a copy or access to a copy of Exeter's written supervisory and compliance policies. All Exeter employees review the supervisory and compliance policies and procedures and have signed an acknowledgement indicating that he or she has read Exeter's compliance manual, understands it and agrees to abide by the investment adviser's written supervisory and compliance policies and procedures.

Item 1- Cover Page

Peter Westover Helms

Exeter Financial LLC

7001 N. Scottsdale Road, Suite 1055

Scottsdale, AZ 85253

(480) 588-0830

January 19, 2017

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Additional information about Peter Westover Helms is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Born: 1974

Educational Background:

Bachelor of Science University of Arizona

Masters of Business Administration University of Arizona

Business Background for the Past 5 Years:

3/2007 – Present Exeter Financial, LLC, Scottsdale, AZ, Principal/Investment Advisor
Representative

2/2008 – 12/2016 BMA Securities Inc., Rolling Hills Estates, CA, Registered Representative

Professional Designations:

Certified Investment Management Analyst (CIMA)

The CIMA certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable regulatory history.

To obtain the CIMA certification, candidates must pass an online Qualification Examination, successfully complete a one-week classroom education program provided by a Registered Education Provider at an AACSB accredited university business school, and pass an online Certification Examination.

CIMA designees are required to adhere to IMCA's Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

To learn more about the CIMA designation, visit www.imca.org.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Mr. Helms does not have any other business activities to report at the time of this Brochure Supplement.

Item 5- Additional Compensation

Mr. Helms does not receive an economic benefit from any person, company, or organization, other than Exeter in exchange for providing clients investment advisory services.

Item 6 - Supervision

Stephen Harrison, Co-Managing Partner and Chief Compliance Officer, has ultimate and direct supervisory responsibility over all personnel and functional areas of Exeter. Mr. Harrison regularly reviews reports and activities of Exeter and its personnel for compliance with applicable requirements and reviews recommendations and advice of its IARs for appropriateness for clients. Mr. Harrison may be reached through the contact information on the front of this brochure. Since Mr. Harrison cannot review his own recommendations and advice, Peter Helms, Co-Managing Partner has direct supervisory responsibility over Mr. Harrison. Any questions regarding the supervision of Mr. Helms can be directed to Mr. Harrison via phone at (480) 588-0830 or via email at sharrison@exeterfinancial.com

All employees of Exeter Financial LLC are provided with a copy or access to a copy of Exeter's written supervisory and compliance policies. All Exeter employees review the supervisory and compliance policies and procedures and have signed an acknowledgement indicating that he or she has read Exeter's compliance manual, understands it and agrees to abide by the investment adviser's written supervisory and compliance policies and procedures.

Item 1- Cover Page

Kurt Norman Gusinde

Exeter Financial LLC

7001 N. Scottsdale Road, Suite 1055

Scottsdale, AZ 85253

(480) 588-0830

January 19, 2017

This Brochure Supplement provides information about Kurt Norman Gusinde that supplements the Exeter Financial LLC (Exeter) Brochure. You should have received a copy of that Brochure. Please contact Dorra Tang, Director of Client Solutions if you did not receive Exeter's Brochure or if you have any questions about the contents of this supplement.

Additional information about Kurt Norman Gusinde is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Born: 1955

Educational Background:

Bachelor of Science Oregon State University

Masters of Business Administration Thunderbird, The School of Global Management

Business Background for the Past 5 Years:

12/2008 – Present, Exeter Financial, LLC, Scottsdale, AZ, Managing Director/Investment Advisor Rep

09/2001 – 09/2008, Wells Fargo Private Client Services, Scottsdale, AZ, Senior Investment Manager

Professional Designations:

CFA – Chartered Financial Analyst

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

CFP® – CERTIFIED FINANCIAL PLANNER™

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.

To learn more about the CFP® charter, visit www.cfp.net.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Mr. Gusinde does not have any other business activities to report at the time of this Brochure Supplement.

Item 5- Additional Compensation

Mr. Gusinde does not receive an economic benefit from any person, company, or organization, other than Exeter in exchange for providing clients investment advisory services.

Item 6 - Supervision

Stephen Harrison, Co-Managing Partner and Chief Compliance Officer, has ultimate and direct supervisory responsibility over all personnel and functional areas of Exeter. Mr. Harrison regularly reviews reports and activities of Exeter and its personnel for compliance with applicable requirements and reviews recommendations and advice of its IARs for appropriateness for clients. Mr. Harrison may be reached through the contact information on the front of this brochure. Since Mr. Harrison cannot review his own recommendations and advice, Peter Helms, Co-Managing Partner has direct supervisory responsibility over Mr. Harrison. Any questions regarding the supervision of Mr. Gusinde can be directed to Mr. Harrison via phone at (480) 588-0830 or via email at sharrison@exeterfinancial.com

All employees of Exeter Financial LLC are provided with a copy or access to a copy of Exeter's written supervisory and compliance policies. All Exeter employees review the supervisory and compliance policies and procedures and have signed an acknowledgement indicating that he or she has read Exeter's compliance manual, understands it and agrees to abide by the investment adviser's written supervisory and compliance policies and procedures.

Item 1- Cover Page

Brian Keith Brummell

Exeter Financial LLC

7001 N. Scottsdale Road, Suite 1055

Scottsdale, AZ 85253

(480) 588-0830

January 19, 2017

This Brochure Supplement provides information about Brian Keith Brummell that supplements the Exeter Financial LLC (Exeter) Brochure. You should have received a copy of that Brochure. Please contact Dorra Tang, Director of Client Solutions if you did not receive Exeter's Brochure or if you have any questions about the contents of this supplement.

Additional information about Brian Keith Brummell is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Born: 1972

Educational Background:

Bachelor of Science degree from Bradley University, concentration in Marketing and Finance

Business Background for the Past 5 Years:

01/2017 – Present Exeter Financial, LLC, Scottsdale, AZ, Managing Director

12/2016 – Present Venture Pacific Financial Services, Ladera Ranch, CA, Managing Director

09/2011 – 09/2016 Nuveen Asset Management, LLC, Chicago, IL Mass Transfer

10/2000 – 09/2016 Nuveen Investments, Chicago IL, Sales Associate

Professional Designations:

Accredited Investment Fiduciary® (AIF®)

The AIF® Designation Training and designation helps mitigate liability with instruction covering pertinent legislation and best practices. AIF® designees have the ability to implement a prudent process into their own investment practices as well as being able to assist others in implementing proper policies and procedures.

There are five requirements for attaining the AIF® designation:

1. Enroll in and complete the AIF® Training
2. Pass the AIF® Examination with a minimum score of 75%
3. Meet the experience requirement (prerequisites)
4. Satisfy the Code of Ethics and Conduct Standards
5. Submit the application and dues

The requirements must be met sequentially with the exception of the experience requirement. It can be met prior to initiating, or concurrent with, previous steps in the process, though it must be met within one (1) year of passing the Examination. After one year, candidacy is terminated, and previously-completed training and/or examination will be nullified.

Completion of the AIF® Training is required to attain the AIF® designation. It is available in two formats, and takes approximately 8-10 hours to complete. The Capstone format includes an additional 6-8 hours of instructor-led course review and exam preparation.

One of the following combinations of education, industry experience, and/or professional development is required to attain the AIF® designation:

- Minimum of two (2) years of relevant experience; a bachelor's degree (or higher); and a professional designation.
- Minimum of five (5) years of relevant experience; a bachelor's degree (or higher) or a professional designation.
- Minimum of eight (8) years of relevant experience.

Relevant experience is that which has been accrued in a non-clerical role within the financial services (or a related) industry.

A degree must be awarded by an accredited U.S. college or university. International degrees may be substituted for a U.S. degree if they receive equivalency from a third-party evaluation agency that is a member of the National Association of Credential Evaluation Services (NACES).

A professional designation is one conferred by a recognized body within the financial services industry. Candidates must meet all established initial and ongoing requirements and be in good

standing. fi360 reserves the right to make a final determination on whether a designation meets its criteria.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Mr. Brummell is Managing Director of Venture Pacific Financial Services, LLC (VPFS). Clients are not solicited to invest in or through VPFS and it is not believed that any conflict of interest exists with respect to Mr. Brummell's involvement in VPFS activities.

Item 5- Additional Compensation

Mr. Brummell does not receive an economic benefit from any person, company, or organization, other than Exeter in exchange for providing clients investment advisory or pension consulting services.

Item 6 - Supervision

As Co-Managing Partner and Chief Compliance Officer of Exeter, Steve Harrison has ultimate and direct supervisory responsibility over all personnel and functional areas of Exeter. Mr. Harrison regularly reviews reports and activities of Exeter and its personnel for compliance with applicable requirements and reviews recommendations and advice of its IARs for appropriateness for clients. Mr. Harrison may be reached through the contact information on the front of this brochure. Any questions regarding the supervision of Mr. Brummell can be directed to Mr. Harrison via phone at (480) 588-0830 or via email at sharrison@exeterfinancial.com

All employees of Exeter Financial LLC are provided with a copy or access to a copy of Exeter's written supervisory and compliance policies. All Exeter employees review the supervisory and compliance policies and procedures and have signed an acknowledgement indicating that he or she has read Exeter's compliance manual, understands it and agrees to abide by the investment adviser's written supervisory and compliance policies and procedures.