

ADV Part 2 Brochure
Date: February 29, 2024

Alpha Financial Advisors, LLC
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Eric D. Hess, CFP®, ChFC™
Certified Financial Planner®
Chartered Financial Consultant™
Managing Member / Chief Compliance Officer

This brochure provides information about the qualifications and business practices of Alpha Financial Advisors, LLC. If you have any questions about the contents of this brochure, please contact Eric D. Hess, President, at 703.442.7686. Additional information about Alpha Financial Advisors, LLC is also available on the SEC's website at www.adviserinfo.sec.gov.

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.

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703.442.7686 eric@alphafinancialadvisors.com www.alphafinancialadvisors.com

Item 2: Material Changes

There are no material changes in this brochure from the last annual updating amendment of Alpha Financial Advisors, LLC on 02/14/2023. Material changes relate to Alpha Financial Advisors, LLC's policies, practices or conflicts of interest.

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Item 4: Advisory Business

Alpha Financial Advisors, LLC was formed in December, 2000. The principal owner is Eric D. Hess, CFP®, ChFC™.

Alpha Financial Advisors, LLC (AFA) is an independent financial advisory firm that represents individuals and offers ongoing life planning advice based on a client's personal and unique goals. AFA is a holistic financial advisory firm which means we offer all aspects of financial planning.

AFA differs from traditional stock brokerages in that our independence grants us the ability to provide our clients with financial advice that is purely and simply in the client's best interest. We do not receive any income from the use of 'recommended' investment products, brokerage or mutual funds, or commission-based trades or product sales. Our income is based on a percentage of assets under management which is the method preferred by the most discerning clients and firms and the method endorsed by most consumer and advocate groups.

AFA provides continuous advice to a client regarding the investment of client funds based on the individual needs, goals and attitude toward risk. Through personal discussions and completion of a detailed questionnaire in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy and create and manage a portfolio based on that policy. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss a client's prior investment history, as well as family composition and background. Clients can request a review at any time and/or annually. Alpha Financial Advisors, LLC's clients are encouraged to call or visit at any time to discuss any concerns or issues. Under certain circumstances clients may impose restrictions when investing in specific securities or types of securities.

Services Offered

Financial Planning: AFA provides financial planning services. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions, information and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. Clients receive a written report which provides the client with a detailed financial plan designed to assist the client achieve his or her financial goals and objectives.

Investment Management: We analyze investments and their effect on the client's portfolio using the latest technological advances in portfolio research, management and reporting to optimize portfolio performance. Top ranked stock and bond managers are chosen from our institutional universe of over 10,000 funds. Our firm is free from the restrictions and conflicts of interest which limit or potentially influence investments.

Retirement Planning: AFA helps clients achieve retirement goals and understand complicated retirement and stock option plans.

Tax and Cash Flow Management: AFA assesses the client's current financial health and identifies areas where savings can be made. We help establish goals and how to stay on track to meet those goals. AFA analyzes the client's income tax, spending and planning for past, current and future years; then illustrates the impact of various investments on the client's current income tax and future tax liability. Management of tax reporting is an important part of AFA's investment management.

Insurance Counseling: Clients are advised on what types of risks might be faced at different stages of life. We review existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.

Estate Planning: As a partner in planning for the future, AFA assists clients in assessing and developing long-term strategies, living trusts, wills, estate taxes, powers of attorney, asset protection plans, long term care, Medicaid and elder law. AFA works with a client's existing counsel to ensure financial goals compliment estate planning needs.

Amount of Assets Under Management

As of December 2023, Alpha Financial Advisors, LLC held a total of \$168,207,247 under management with \$168,207,247 in discretionary accounts and \$0.00 in non-discretionary accounts.

Item 5: Fees and Compensation

Fee Only: Alpha Financial Advisors, LLC is a fee-only advisory firm. Our annual fees for Investment Supervisory Services are based upon a percentage of assets under management and generally range from 0.55% to 1.50%. The annual investment management fee shall be billed at the end of each quarter, in arrears, and based upon the market value of the assets on the last day of the quarter. All inflows and outflows from accounts will be billed on a pro-rata basis at the end of the quarter. Accounts that begin or terminate for any reason within a quarter will also be billed on a pro rata basis. Fees may be negotiated under certain circumstances.

Fee Schedule

Market Value	Annual Fee
Less than \$300,000	1.50%
\$300,000.01 — \$600,000	1.35%
\$600,000.01 — \$1,000,000	1.25%
\$1,000,000.01 — \$3,000,000	1.10%
Greater than \$3,000,000	0.75%

Financial planning and consulting service: To the extent specifically requested by a client, under certain circumstances AFA may determine to provide financial planning and/or consulting services on a stand-alone fee basis. AFA's planning and consulting fees generally begin at \$250 per hour, depending upon the level and scope of the service required. This hourly fee may be negotiable and is payable in arrears.

Fees: Fees are automatically deducted from the assets in the client's account. The standard fee structure applies unless mitigating circumstances require customization.

General Information

Termination of the Advisory Relationship: A client agreement may be canceled at any time, by either party, for any reason upon receipt of written notice. Please note that notice of termination must be in writing. Accounts that terminate for any reason within a quarter will be billed on a pro rata basis.

Mutual Fund Fees: While AFA fees are based solely on a percentage of assets under management, clients may incur additional expenses from the use of investment vehicles and custodial services necessary in portfolio management. These fees and expenses are unaffiliated with AFA and are described in each fund's prospectus. Clients are advised to review both the fees charged by the funds and AFA fees to fully understand the total amount to be paid by the client and to thereby evaluate the advisory services being provided.

Wrap Fees: AFA does not participate in wrap fee accounts.

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

Alpha Financial Advisors, LLC does not charge performance-based fees.

Item 7: Types of Clients

AFA clients are comprised of individuals (other than high net worth individuals), high net worth individuals and

one pension and profit sharing plan. AFA generally requires a minimum \$500,000.00 of investable assets to become a client and receive our investment advisory services. AFA may waive or modify its investable asset minimum based on certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, related accounts, etc.)

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

Analysis: Alpha Financial Advisors, LLC utilizes the following methods of analysis in formulating investment advice and/or managing client assets.

Fundamental Analysis – Attempts to measure the intrinsic value of a security by looking at economic and financial factors to determine if a company is underpriced or overpriced. Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down with the overall market regardless of the economic and financial factors considered in evaluating the security.

Technical Analysis – Analyzes past market movements and applies that analysis to the present in an attempt to recognize recurring patterns. Technical analysis does not consider underlying financial conditions which present a risk that a company may underperform. Further, past performance is not indicative of future performance.

Quantitative Analysis - Utilizes mathematical models in an attempt to obtain more accurate measurements of a company's quantifiable data, such as the value of a share price or earnings per share, and predict changes to that data. A risk in using quantitative analysis is that the models used may be based on assumptions that prove to be incorrect.

Qualitative Analysis - Subjectively evaluates non-quantifiable factors such as quality of management, labor relations, and strength of research and development factors not readily subject to measurement, and predicts changes to share price based on that data. A risk in using qualitative analysis is that our subjective judgment may prove incorrect.

Charting - Charts of market and security activity are reviewed in an attempt to identify when the market is moving up or down and to predict how long the trend may last and when that trend might reverse.

Cyclical Analysis - Movements of a particular stock are measured against the overall market in an attempt to predict the price movement of the security.

Asset Allocation - Attempts to identify an appropriate ratio of securities, fixed income, and cash suitable to the client's investment goals and risk tolerance. A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash will change over time due to stock and market movements and, if not corrected, will no longer be appropriate for the client's goals.

Risks for all forms of analysis: Our securities analysis methods rely on the assumption that the companies whose funds we purchase and sell, the rating agencies that review these funds, and other publicly-available sources of information about these funds, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

Investing in securities involves risk of loss that clients should be prepared to bear. Our investment approach constantly keeps the risk of loss in mind. Investors may face the following investment risks:

Interest-rate Risk - Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

Market Risk - The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible

events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.

Inflation Risk - When any type of inflation is present, a dollar next year will not buy as much as a dollar today, because purchasing power is eroding at the rate of inflation.

Currency Risk - Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

Reinvestment Risk - This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

Business Risk - These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

Liquidity Risk - Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.

Financial Risk - Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Given the inherent risks associated with investing, all clients are made aware of the volatile nature of investing through in-depth counseling and educational materials. Each client is advised investing in securities involves a risk of loss that clients should be prepared to bear.

Investment Strategies:

Modern Portfolio Theory - Attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, by carefully choosing the proportions of various assets. As with any investment strategy policy, there are risks involved. Markets do not always behave as expected and past performance is not indicative of future results.

Long-term purchases - Securities are purchased with the idea of holding them in the client's account for a year or longer. Typically this strategy is employed when we believe the securities to be currently undervalued, and/or we want exposure to a particular asset class over time, regardless of the current projection for this class. AFA also employs a trading methodology that strives to minimize transaction fees and taxes which can affect investment performance. A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

AFA does not utilize a frequent trading strategy; AFA does employ a trading methodology that strives to minimize transaction fees and taxes which can affect investment performance. In general, AFA's methods of analysis and investment strategies do not present any *significant or unusual* risks. AFA primarily utilizes mutual funds led by well-established teams with proven track records. As with any investment, however, past performance is no guarantee of future results. ***AFA does not utilize alternative investment strategies that assume abnormal or unusual risk.***

Item 9: Disciplinary Information

Alpha Financial Advisors, LLC has no disciplinary actions against it nor has it ever been involved in a disciplinary action of any type.

Item 10: Other Financial Industry Activities and Affiliations

Alpha Financial Advisors, LLC has no affiliation with other entities.

Item. 11: Code of Ethics

AFA has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. AFA and its personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code. AFA requires delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.

AFA has established policies requiring the reporting of Code of Ethics violations to our Chief Compliance Officer.

AFA abides by all applicable laws and regulations governing its practices and has also adopted in their entirety the Codes Ethics as detailed by the CFP®, ChFC™ and NAPFA organizations.

Principal and Chief Compliance Officer Eric D. Hess', CFP®, ChFC™ professional designations and memberships demonstrate he is dedicated to the highest level of ethics. A CFP® professional abides by a strict code of conduct, known as CFP® Board's Code of Ethics and Professional Responsibility, which sets forth ethical responsibilities to clients. CFP® Board also conducts a background check. Through the Code of Ethics, CFP® practitioners agree to act fairly and diligently when providing financial planning advice and services, and to put the client's interests first. CFP® practitioners are required to provide clients with their sources of income and conflicts of interest in writing.

The ChFC™ designation has been a mark of excellence for financial planners for almost thirty years. Chartered Financial Consultants abide by a strict Code of Ethics.

As a member of NAPFA, Eric D. Hess demonstrates his dedication to highest standards of ethics and commitment to providing advice to clients on a fee-only basis.

The CFP® Code of Ethics and Professional Responsibility

Principle 1 – Integrity: Provide professional services with integrity.

Integrity demands honesty and candor which must not be subordinated to personal gain and advantage. Certificants are placed in positions of trust by clients and the ultimate source of that trust is the certificant's personal integrity. Allowance can be made for innocent error and legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles.

Principle 2 – Objectivity: Provide professional services objectively.

Objectivity requires intellectual honesty and impartiality. Regardless of the particular service rendered or the capacity in which a certificant functions, certificants should protect the integrity of their work, maintain objectivity and avoid subordination of their judgment.

Principle 3 – Competence: Maintain the knowledge and skill necessary to provide professional services competently.

Competence means attaining and maintaining an adequate level of knowledge and skill, and application of that knowledge and skill in providing services to clients. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate or referral to other professionals necessary. Certificants make a continuing commitment to learning and professional improvement.

Principle 4 – Fairness: Be fair and reasonable in all professional relationships. Disclose conflicts of interest.

Fairness requires impartiality, intellectual honesty and disclosure of material conflicts of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated.

Principle 5 – Confidentiality: Protect the confidentiality of all client information.

Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the understanding that the client's information will remain confidential.

Principle 6 – Professionalism: Act in a manner that demonstrates exemplary professional conduct.

Professionalism requires behaving with dignity and courtesy to clients, fellow professionals, and others in business-related activities. Certificants cooperate with fellow certificants to enhance and maintain the profession's public image and improve the quality of services.

Principle 7 – Diligence: Provide professional services diligently.

Diligence is the provision of services in a reasonably prompt and thorough manner, including the proper planning for, and supervision of, the rendering of professional services.

Participation or Interest in Client Transactions and Personal Trading

AFA may buy or sell securities that are also recommended to clients. However, due to the fundamental size and nature of the mutual funds in which AFA recommends, the potential for material conflict of interest is extremely minimal. Regardless, these situations may represent actual or potential conflicts of interest to our clients, we have established policies and procedures to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

- AFA reviews quarterly securities transactions reports as well as initial and annual securities holdings reports submitted by the firm's access persons. AFA's policies and procedures also provides for oversight, enforcement and recordkeeping provisions. They are designed to assure personal securities transactions, activities and interests of our employees will not interfere with making decisions in the best interest of advisory clients. No AFA Principal or employee may put his or her own interest above the interest of an advisory client.
- No Principal or employee of AFA may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
- It is the expressed policy of AFA that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
- AFA maintains a list of all reportable securities holdings for our firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
- AFA has established procedures for the maintenance of all required books and records.
- Our Principal and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
- Any individual who violates any of the above restrictions may be subject to termination.

AFA does not have a material financial interest in any security.

Item 12: Brokerage Practices

AFA has an arrangement with *Schwab Institutional* through which *Schwab Institutional* provides our firm with their "platform" services. The platform services include, among others, brokerage, custodial, administrative support,

record keeping and related services that are intended to support intermediaries like AFA in conducting business and in serving the best interests of our clients but that may also benefit us. AFA clients enter a formal agreement which sets forth the terms and conditions in which AFA will manage their accounts utilizing *Schwab Institutional's* custodial services. In directing brokerage as such, it is possible the client may not obtain the lowest possible commission rates for client transactions. Not all advisors require clients to direct brokerage.

Factors that AFA considered in utilizing *Schwab Institutional* for custodial services include its financial strength, reputation, execution capabilities, pricing, research, and service. The transaction fees paid by AFA's clients comply with AFA's duty to obtain best execution. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including execution capability, commission rates, and responsiveness.

Schwab Institutional charges brokerage commissions and transaction fees for effecting certain securities transactions (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). *Schwab Institutional* enables AFA to obtain many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges. *Schwab Institutional's* commission rates are generally considered discounted from customary retail commission rates. However, the commissions and transaction fees charged by *Schwab Institutional* may be higher or lower than those charged by other custodians and broker-dealers. As part of the arrangement, *Schwab Institutional* also makes available to our firm, at no additional charge to us, certain research and brokerage services, including research services obtained by *Schwab Institutional* directly from independent research companies, as selected by AFA (within specified parameters). These research and brokerage services presently include services such as analyst research from Argus, Standard & Poors, Schwab, Credit Suisse, Ned Davis and Reuters are used by AFA to manage accounts for which we have investment discretion.

AFA does not receive any soft dollar benefits as a result of its association with *Schwab Institutional*.

AFA does not receive referrals from a broker-dealer or third party.

Aggregation of trades: As a matter of policy and practice, AFA does not generally aggregate trades and, therefore, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. AFA typically does not have the opportunity to block trades as the majority of client investments are in mutual funds and ETFs. When possible, however, we may utilize the aggregation of trades to benefit client accounts when the aggregate position or purchase enables access to a share class with a lower operating expense ratio or when block execution enables better execution.

Item 13: Review of Accounts

Funds are continually monitored; client account reviews are performed monthly and quarterly. Accounts are reviewed in the context of each client's stated objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, market, political or economic factors.

We meet clients on a regular basis, annually or on request, to review financial plans and discuss any concerns, issues or changed circumstances. Clients may request a review at any time. Clients receive a written quarterly report prepared by AFA which includes market and portfolio commentaries on the quarter's performance as well as a portfolio summary. AFA also periodically sends letters to inform, educate and stay in touch with clients.

Item 14: Client Referrals and Other Compensation

Alpha Financial Advisors, LLC does not receive any economic benefit or compensation from any referral or any other advisory service. Alpha Financial Advisors, LLC does not receive any compensation for client referrals.

Item 15: Custody

AFA accounts are held by the largest qualified custodial provider, *Schwab Institutional*.

The qualified custodial provider, *Schwab Institutional*, issues account statements directly to the client. AFA does not send an additional monthly account statement but quarterly reports are prepared by AFA and sent to each client. Clients are encouraged to review and compare account statements / reports and to contact us with any questions.

Item 16: Investment Discretion

AFA has discretionary authority over investment assets in order to better enable management of the portfolio. Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell; and/or
- determine the time to buy or sell; and
- determine the broker/dealer who is utilized.

Clients give us discretionary authority when they sign a discretionary agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by providing us with written instructions.

Item 17: Voting Client Securities

The following information summarizes AFA's Policy and Procedures regarding how AFA votes proxies.

AFA's Policies and Procedures do not apply to those situations where the client has retained voting discretion. In those situations, the custodian will ensure that proxies are delivered directly to the client for voting. AFA will provide voting advice only when specifically requested.

Primary Objective: In general, proxies will be voted in a manner designed to maximize the value of client investments. Generally, it is AFA's policy to vote in accordance with management's recommendations on most issues since the capability of management is one of the criteria used by AFA in selecting investments. Proxy proposals that change the existing status of a company will be reviewed to evaluate the desirability of the change, and to determine the benefits to the company and its shareholders, but AFA's primary objective is always to protect and enhance the economic interests of its clients.

Exceptions: When AFA believes management is acting on its own behalf, instead of on behalf of the well-being of the company and its shareholders, or when AFA believes that management is acting in a manner that is adverse to the rights of the company's shareholders, AFA will take steps to represent the interests of its clients and, as a result, may elect to vote against management's recommendations.

AFA generally favors cumulative voting for directors. In situations where AFA is extremely displeased with management's performance, it may withhold votes or vote against management's slate of directors and other management proposals as a means of communicating its dissatisfaction. This occasion could develop if AFA believes that management has displayed a consistent inability or lack of interest in moving the company toward achieving its potential. AFA typically votes against significant compensation increases or compensation not tied to company performance in instances where it believes the company is under performing and/or management has not added value to the company.

Other Factors AFA Considers: AFA recognizes that the activity or inactivity of a company with respect to matters of social, political or environmental concern may have an effect upon the economic success of the company and the value of its securities. Therefore, AFA typically supports management's position on matters of

social, political or environmental concern, except where it believes that a different position would be in the economic interest of company shareholders.

Conflicts: In evaluating a proxy proposal, AFA's Principal or any person designated by him/her (the "Designated Voter") is responsible for considering whether there are any circumstances that may give rise to a conflict of interest on the part of AFA in connection with voting client proxies either because of a business relationship between AFA and the company or otherwise. If the Designated Voter believes that a potential conflict of interest exists, he or she must vote in a manner which favors the client's interest and should, if necessary, consult with AFA's legal counsel. If necessary, the vote should be referred to the client, or another fiduciary of the client.

Records: Appropriate records shall be prepared and maintained relating to receipt of proxies and how and when voted. Clients may obtain a copy of such records with respect to their securities by requesting such in writing from AFA. Clients may also request a copy of AFA's proxy voting policies and procedures by contacting AFA.

Item 18: Financial Information

AFA does not solicit advance payment in any amount for any service. There is no financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. AFA has not been the subject of a bankruptcy proceeding.

Item 19: Requirements for State-Registered Advisers

Managing Director – Eric D. Hess, CFP®, ChFC™

Eric D. Hess was born in 1968. He was conferred degrees in Business Management and Economics from Eckerd College, St. Petersburg, Florida in 1991.

In 1992, Eric Hess founded Hess Financial Services, Ltd. as an independent registered investment advisor. After growing the business and assembling an exceptional team of experienced financial professionals, the firm was renamed Alpha Financial Advisors, LLC in December 2000.

Eric Hess' ongoing studies have earned him the professional designations of Certified Financial Planner® and Chartered Financial Consultant™.

These designations identify individuals who have completed the mandatory examination, education, experience and ethics requirements mandated by the CFP® and ChFC™ Boards.

He is also a member of the distinguished National Association of Personal Financial Advisors (NAPFA). NAPFA is the country's leading professional association of Fee-Only financial advisors – highly trained professionals who are committed to working in the best interests of those they serve.

Neither AFA nor any management persons have any relationships or arrangements with any issuer of securities. AFA is not involved in any other business and does not receive compensation from performance-based fees. Neither the Firm nor any management persons have been involved in any activities resulting in a disciplinary disclosure at any time.

ADV Part 2B
Investment Advisor Supplement
Date: February 29, 2024

Supervised Persons:
Eric D. Hess, CFP®, ChFC™

This brochure supplement provides information about the Firm's Supervised Persons that supplements Alpha Financial Advisors, LLC's brochure. Please contact Eric D. Hess, President if you have any questions about the contents of this supplement at 703-442-7686.

Additional information about Alpha Financial Advisors, LLC is also available on the SEC's website at www.adviserinfo.sec.gov.

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President and Chief Compliance Officer: Eric D. Hess

Educational Background and Business Experience

Eric D. Hess, CFP®, ChFC™ Year of Birth: 1968

Education

BS – Business Management and Economics, Eckerd College, St. Petersburg, FL.

Business

President, 1992 - 2000, Hess Financial Services, Ltd.

President, 2000 - present, Alpha Financial Advisors, LLC.

Professional Certifications

Eric D. Hess maintains the following professional designations:

CFP® - Certified Financial Planner

Issued by: Certified Financial Planner Board of Standards, Inc.

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- 3 years of full-time personal financial planning experience.

Educational Requirements: Candidate must complete a CFP®-board registered program.

Examination Type: CFP® Certification Examination

Continuing Education/Experience Requirements: 30 hours every 2 years

ChFC™ - Chartered Financial Consultant

Issued by: The American College.

To receive the ChFC™ designation, the applicant must successfully complete all courses in his/her selected program, meet experience requirements and ethics standards, and agree to comply with the American College Code of Ethics and Procedures.

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- 3 years of full-time personal financial planning experience.

Educational Requirements: Candidate must complete a ChFC™-board registered program.

Continuing Education/Experience Requirements: 30 hours every 2 years

Other Business Activities

2015 – Norma Severns Leadership Award

Eric D. Hess, CFP®, ChFC™ was presented the 2015 Norma Severns Leadership Award by the Financial Planning Association of the National Capital Area (FPANCA). The Norma Severns Leadership Award is presented annually to an individual who displays extraordinary efforts to advocate for ethical and objective financial planning and to advance the FPANCA's mission to adhere to the highest ethical and professional standards.

2012 – Chairman of the Board, National Capital Area Financial Planning Association (FPANCA)

2011 – President, National Capital Area Financial Planning Association (FPANCA)

Mr. Hess is a member of the distinguished National Association of Personal Financial Advisors (NAPFA). NAPFA is the country's leading professional association of Fee-Only financial advisors – highly trained professionals who are committed to working in the best interests of those they serve.

Additional Compensation

Eric D. Hess does not receive any economic benefit outside of regular salaries or bonuses related to management of client accounts, advisory services, client referrals or new accounts.

Supervision

Eric D. Hess, President and Chief Compliance Officer, is responsible for his own supervision and supervises all employees of Alpha Financial Advisors, LLC. Eric D. Hess manages these persons by holding regular staff, investment and other ad hoc meetings. In addition, Eric D. Hess regularly reviews client reports, emails, and trading, as well as employees' personal securities transaction and holdings reports. Eric D. Hess may be reached at 703-442-7686.

Disciplinary Information

Eric D. Hess has never been involved in any activities resulting in a disciplinary disclosure. Eric D. Hess has never been the subject of a bankruptcy petition.