

Form ADV Part 2A  
Investment Advisor Brochure

SIGNATURE  
ESTATE & INVESTMENT ADVISORS, LLC<sup>®</sup>

**Cover Page**

This Form ADV Part 2A (Investment Advisor Brochure) provides information about the qualifications and business practices of Signature Estate & Investment Advisors, LLC (SEIA).

If you have any questions about the contents of this brochure, please contact us at 310-712-2323 or [contactus@seia.com](mailto:contactus@seia.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority. Registration is mandatory for all persons meeting the definition of investment advisor and does not imply a certain level of training.

Additional information about SEIA also is available on the SEC's website at: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Attached are the Brochure Supplements for Deron McCoy (SEIA Director of Investment Strategy), as well as SEIA's Privacy Notice and Business Continuity Program.

Date of Brochure as Last Revised: March 26, 2013

HEADQUARTERS  
2121 AVENUE OF THE STARS  
SUITE 1600  
LOS ANGELES, CALIFORNIA 90067

2010 MAIN STREET  
SUITE 350  
IRVINE, CALIFORNIA 92614

3452 E. FOOTHILL BL.  
SUITE 1140  
PASADENA, CALIFORNIA 91107

8607 WESTWOOD CENTER DRIVE  
3RD FLOOR  
VIENNA, VIRGINIA 22182

1815 VIA EL PRADO  
SUITE 100  
REDONDO BEACH, CALIFORNIA 90277

TELEPHONE 310.712.2323  
FACSIMILE 310.712.2345

TELEPHONE 800.472.1066  
FACSIMILE 949.705.5199

TELEPHONE 626.795.2944  
FACSIMILE 626.795.2994

TELEPHONE 703.893.2550  
FACSIMILE 703.893.4595

TELEPHONE 310.712.2322  
FACSIMILE 310.712.2377

[WWW.SEIA.COM](http://WWW.SEIA.COM)

Securities offered through Signator Investors, Inc., Member FINRA, SIPC, 2121 Avenue of the Stars, Suite 1600, Los Angeles, CA 90067  
(310)712-2323.

SEIA, LLC and its investment advisory services are offered independent of Signator Investors, Inc., and any subsidiaries or affiliates.

©2010-2013 The Consortium<sup>®</sup> as to portions of this document



# Material Changes to Investment Advisor Brochure

## Summary of Material Changes

The purpose of this section is to discuss only material changes since the last annual update of SEIA Investment Advisor Brochure. The date of the last annual update was March 23, 2012.

## Summary of Material Changes:

1. SEIA has changed the guideline fee schedule for Investment Management services that apply to new clients (existing clients are not affected). The changes are to equity portfolios, as follows:

<u>Portfolio Value Between</u>	<u>Equity/Blended</u>
\$ 250,000 - \$ 999,999	0.90 - 1.50%
\$1,000,000 - \$2,499,999	0.70 - 1.30%
\$2,500,000 - \$4,999,999	0.60 - 1.20%
\$5,000,000 - \$9,999,999	0.50 - 1.10%
\$10,000,000 and above	negotiable

2. SEIA Financial Planning services have been modified and have minimum fees that apply to new clients depending on what service is selected. The changes are as follows:

	<u>Fee Minimum</u>	<u>Fee Maximum</u>
<b>Basic</b> Financial Plan	\$1,000	\$2,500
<b>Classic</b> Financial Plan	\$2,000	\$10,000
<b>Legacy</b> Financial Plan	\$3,000	\$15,000
<b>On-Going Legacy</b> Financial Plan	\$3,000	\$15,000

Financial Planning **Basic**, **Classic** & **Legacy** are one time Engagements. Financial Planning **On-Going Legacy** is a continuous Engagement.

3. SEIA has transitioned clients associated with the SII solicitor referral program to an affiliated federally Registered Investment Advisor called Signature Investment Advisors ("SIA").

## Delivery:

Within 120 days of our fiscal year end we will deliver our annual Summary of Material Changes if there have been material changes since the last annual updating amendment.

## **Table of Contents**

Cover Page .....	1
Summary of Material Changes .....	2
Table of Contents .....	3
Advisory Business.....	4
Fees and Compensation .....	8
Performance-Based Fees And Side-By-Side Management.....	13
Types of Clients and Account Minimums .....	13
Methods of Analysis, Investment Strategies.....	13
Risk of Loss.....	14
Disciplinary Information.....	16
Other Financial Industry Activities and Affiliations .....	16
Code Ethics, Participation or Interest In Client Transactions, Personal Trading.....	17
Brokerage Practices.....	18
Review of Accounts and Reports on Accounts .....	20
Client Referrals & Other Compensation.....	21
Custody .....	23
Investment Discretion .....	23
Voting Client Securities .....	23
Financial Information .....	23
Part 2B Supplement Deron McCoy .....	24
Privacy Notice .....	27
Business Continuity Program.....	28

## **Advisory Business**

### **Advisory Firm**

Signature Estate & Investment Advisors, LLC® ("SEIA") has been providing Investment Advisory Services since 1997. The firm is a Registered Investment Advisor under the Investment Advisers Act of 1940. The principal owner is Brian D. Holmes, founder, President, CEO, and Secretary. Mr. Holmes has been in the financial services industry since 1984.

As of 12-31-2012, SEIA has \$2,291,782,763 of assets under management on a non-discretionary basis and \$244,580,418 of assets under management on a discretionary basis.

### **Advisory Services**

Clients work with their personal Investment Advisor Representative ("Financial Advisor") to determine the appropriate Wealth Management Service to match the client's need.

- Signature Elite
- Signature Allocation Series
- Financial Planning (**Basic, Classic, Legacy & On-Going Legacy** planning)
- Investment Consulting
- Retirement Plan Consulting (Fiduciary or Non-Fiduciary services)
- Referrals to Third Party Money Managers

#### **◆ Signature Elite ◆**

SEIA provides investment supervisory services under a program called "Signature Elite." Signature Elite is a six-step investment management process designed to assist clients with their financial goals and objectives.

- Determining investors needs and objectives
- Assessing risk tolerance and investor suitability
- Reviewing asset allocation
- Implement strategic plan
- Rebalance and monitor portfolio
- Comprehensively report the results

Signature Elite is a **non-discretionary** service. Clients will approve the asset allocation prior to implementing the investments. Prior to making changes, the Financial Advisor will call the client and make a recommendation for client approval. The portfolio is monitored on a continuous basis.

When reviewing the asset allocation with clients, the Financial Advisor may recommend stocks, bonds, mutual funds, closed-end mutual funds, exchange traded funds ("ETFs"), exchange traded notes ("ETNs"), preferred stocks, and/or options.

SEIA may also recommend portion(s) of the portfolio to a third party money manager or separate account manager. The third party money manager or separate account manager will supervise the portfolio on a discretionary basis.

### ◆ Signature Allocation Series ◆

SEIA provides investment supervisory services under a program called “Signature Allocation Series.” Signature Allocation Series is a six-step investment management process designed to assist clients with their financial goals and objectives. Signature Allocation Series uses the same six-step process used in Signature Elite.

Services are based on the individual needs of the client. An initial interview and data gathering questionnaire is undertaken to determine the client’s financial situation and investment objectives. The client is given the opportunity to impose reasonable restrictions on the management of the account. Clients have the ability to leave standing instructions with the Financial Advisor to refrain from investing in particular securities or types of securities, or invest limited amounts of securities.

At least quarterly, the Financial Advisor will notify the client in writing to contact the Financial Advisor if there have been any changes in the client’s financial situation or investment objectives, or to impose or modify account restrictions. The Financial Advisor will contact or attempt to contact the client annually on these matters. It is the client’s responsibility to notify the Financial Advisor at any time there are changes. Clients may call in at any time during normal business hours to discuss directly with the Financial Advisor about the client’s account, financial situation, or investment needs.

A qualified custodian maintains Client funds and securities in a separate account for Client under Client’s name. The client will retain rights of ownership of all securities and funds in the account to the same extent as if the client held the securities and funds outside the program. Clients will receive from the custodian/brokerage firm timely confirmations and at least quarterly statements containing a description of all transactions and all account activity. In addition to custodial statements, SEIA sends quarterly reports to clients.

The portfolio is supervised (monitored) on a continuous basis. SEIA’s Director of Investment Strategy (Deron McCoy) will automatically rebalance the portfolio back within the asset allocation range as needed, without contacting the client. (Mr. McCoy’s brochure supplement is attached to this brochure.) This is a **discretionary** account. SEIA will have the limited power of attorney to select securities to be bought and sold, and the quantities (subject to the restrictions in the Investment Policy Statement).

When reviewing the asset allocation with clients, clients will work with the Financial Advisor to create an Investment Policy Statement that will identify the asset allocation classes, investment styles, and other trading guidelines.

Signature Allocation Series (“Signature 1, 2, 3 & 4”) is an investment management platform with four variations used as the foundation for the client’s portfolio. Each platform employs different investment vehicles according to the chart below. The Investment Policy Statement will indicate which of the Series is used as the base model, but which can be further customized based on client need.

Platform	Mutual Funds	Exchange Traded Products	Individual Bonds	Individual Stocks
Signature 1 (S1)	<input checked="" type="checkbox"/>			
Signature 2 (S2)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Signature 3 (S3)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Signature 4 (S4)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### ◆ Financial Planning ◆

SEIA provides four levels of "Financial Planning." Each level of financial planning includes a review of the client's current financial position, stated goals and objectives. The client's Financial Advisor will deliver a written plan except as otherwise stated below.

1. Financial Planning "**Basic**" is a modular plan based on retirement, investments, estate or other single client goals. The client's Financial Advisor may deliver a written plan or provide verbal consultations.
2. Financial Planning "**Classic**" is a more comprehensive financial plan than "Basic", providing the client an overview of their entire financial picture.
3. Financial Planning "**Legacy**" is a more comprehensive financial plan than "Classic", providing enhanced detail on each financial goal, as well as "stress testing" (Monte Carlo simulations) and an online portal.
4. Financial Planning "**On-Going Legacy**" builds upon the Legacy plan while also integrating goal monitoring and yearly plan updates to make sure the client is on track towards their overall goals as changes occur in the client's life.

Financial Planning **Basic**, **Classic** & **Legacy** are one time Engagements. Financial Planning **On-Going Legacy** is a continuous Engagement.

Financial Planning **Legacy** includes an online wealth management portal that allows the client to consolidate and view financial data to include banking accounts, bills, insurance and investment accounts. The client monitors the wealth management portal and makes online updates to the data. SEIA personnel do not have access to client online login and password information for their financial accounts. This portal provides real-time access to net worth updates, consolidated investment analysis, financial goal progress, and account aggregation.

Financial Planning **On-Going Legacy** provides the client with on-going services from SEIA. The client will meet with his / her Financial Advisor during the year to discuss aspects of the financial plan. SEIA uses best efforts to meet with the client to make updates to the client's financials and goals on an annual basis. SEIA will perform an annual Financial Plan review. The **On-Going Legacy** service requires that the client also engage SEIA for one of the investment supervisory services (Signature Elite or Signature Allocation Series).

### ◆ Investment Consulting ◆

SEIA manages investment accounts under a program called "Investment Consulting." Investment Consulting utilizes a six-step investment process designed to assist clients with their financial goals and objectives. In contrast to services provided under "Signature Elite," the portfolio is reviewed on a quarterly basis, rather than monitored on a continuous basis. Clients must still approve the initial asset allocation and approve any investment transactions prior to the change taking affect (non-discretionary account).

### ◆ Retirement Plan Consulting ◆

Certain Financial Advisors provide services to retirement plans ("Plans") and their participants on behalf of SEIA. The plan sponsor (or the responsible plan fiduciary if that person is not the plan sponsor) executes a SEIA Engagement Agreement on behalf of the Plan with SEIA, to designate, among other

things, the services it will receive from SEIA. Services are composed of two types, Fiduciary Services and Non-Fiduciary Services.

Fiduciary Services include development of an Investment Policy Statement (“IPS”) for the Plan; investment recommendations about asset classes, investment alternatives, and the selection of investment options; and performance monitoring. SEIA will recommend an investment fund product or model portfolio meeting the definition of a Qualified Default Investment Alternative (“QDIA”) as defined in the Pension Protection Act. SEIA is providing non-discretionary investment advice only. The Plan retains the sole final decision making authority to accept or reject the non-discretionary advice or recommendations delivered by SEIA. Fiduciary Services are delivered with respect to the particular needs of each Plan and its participants, for the purpose of providing retirement income, based on generally accepted investment theories and prevailing investment industry standards. SEIA is acting as a fiduciary with respect to the Plan under the Employee Retirement Income Security Act of 1974 (“ERISA”), the federal law governing pension plans.

Non-fiduciary services include financial education of Plan participants about investments generally or Plan investment options, but are not rendered by SEIA as individualized investment advice for any particular participant. Non-fiduciary services also include general assistance with group enrollment meetings for employees, or plan-level consulting services such as fee and expense evaluation, vendor analysis or general support for plan design features. In general, for non-fiduciary services, SEIA is not acting as an ERISA fiduciary.

The Engagement Agreement in conjunction with the “ERISA Addendum” will specify the Fiduciary Services and Non-Fiduciary Services selected by the Plan, and SEIA has no authority or responsibility to provide any other services. Fiduciary Services and Non-Fiduciary services can be provided for a one-time limited engagement, or as on-going services.

#### ♦ Seminars ♦

SEIA provides seminar services. These seminars may include presentations on current events, economic trends and cycles, market cycles, investment fundamentals, financial products, equities, fixed income, alternative investments, and/or financial planning strategies. A fee is not charged to those in attendance.

#### ♦ Referrals to Third Party Money Managers ♦

SEIA may make referrals to third party money managers (other Registered Investment Advisors) to manage client assets when not meeting SEIA’s minimum account conditions for SEIA to directly manage the account. SEIA will gather suitability information on behalf of the firm that will be responsible for managing the portfolio. Accounts referred to third party money managers are subject to their terms and conditions.

SEIA has access to separate account managers at both Schwab & Fidelity. See the Brokerage Practices section for further disclosures on these accounts.

The client is under no obligation to use the services of the other account manager(s) or Advisor(s) that are recommended.

## **Fees and Compensation**

### **Fees for Advisory Services**

#### **♦ Signature Elite & Signature Allocation Series Fees ♦**

Fees for **Signature Elite** and **Signature Allocation Series** (together known as “Investment Management”) are computed at an annualized percentage of assets under management including cash balances and accrued interest. The sliding scale below shows the fee ranges generally charged at certain dollar breakpoints.

<u>Portfolio Value Between</u>	<u>Equity/Blended</u>
\$ 250,000 - \$ 999,999	0.90 - 1.50%
\$1,000,000 - \$2,499,999	0.70 - 1.30%
\$2,500,000 - \$4,999,999	0.60 - 1.20%
\$5,000,000 - \$9,999,999	0.50 - 1.10%
\$10,000,000 and above	negotiable

<u>Portfolio Value Between</u>	<u>Fixed Income</u>
\$ 250,000 - \$ 499,999	0.50 - 1.50%
\$ 500,000 - \$ 999,999	0.45 - 1.00%
\$1,000,000 - \$1,999,999	0.40 - 0.90%
\$2,000,000 - \$2,999,999	0.35 - 0.80%
\$3,000,000 - \$4,999,999	0.30 - 0.70%
\$5,000,000 - \$9,999,999	0.25 - 0.65%
\$10,000,000 - \$19,999,999	0.15 - 0.55%
\$20,000,000 - and above	0.10 - 0.45%

Most portfolios are managed as equities or blended. Only some portfolios are managed as fixed income. The Fixed Income grid is for portfolios with over 90% fixed income.

The actual fee for any portfolio is negotiated based on the unique objectives of each client, the complexity of the investment plan, types of assets held in the account, and other factors. Fees are negotiable. The negotiated (actual) fee may be more or less than the ranges reflected in the fee schedule. The negotiated fee will be stated in the Engagement Agreement.

These fees are for advisory services only and do not include any transaction fees or commissions, or third party money manager advisory fees, which may be charged separately by the broker/dealer custodial firm.

SEIA makes recommendations to third party money managers. Depending upon the money manager firm (as disclosed in detail in the sub-section for Third Party Money Manager Fees), the SEIA fee schedule may or may not reflect our full compensation for making such referrals.

The fees are payable quarterly in arrears. Fees begin accruing when accounts become linked to us or when funded. To allow for additional account setups, transfers, final strategy discussions, etc., at our



discretion, SEIA can delay the initial fee accrual date up to 45 days. Written agreement between the client and Financial Advisor is required for fee accrual date delays beyond 45 days. The first payment is assessed and due at the end of the first calendar quarter and will be assessed pro rata in the event the Agreement is executed at any time other than the first day of the current calendar quarter. Subsequent payments are due and will be assessed on the first day after the end of each calendar quarter based on the value of the account assets under supervision as of the close of business on the last business day of that quarter. Fees may be waived at our discretion, on the value of large deposits made shortly before the end of the quarter.

For Signature Elite & Signature Allocation Series, the **recommended** minimum Household Portfolio (aggregate of all accounts in the same household) size is **\$250,000**, subject to the clarifications below:

**Signature Elite:**

- The minimum annual fee per client Household Portfolio is **\$3,500, billed as a minimum quarterly fee of \$875**. (Single account sizes under \$20,000 will not be billed a management fee).
- The absolute minimum Household Portfolio size is \$175,000.
- Due to the minimum annual fee per client household, the fee a client may pay can be higher than the stated maximum rate of 1.5% shown in the above fee grid. In all cases, the maximum annual fee a client will pay is capped at 2%.

**Signature Allocation Series**

- There is no annual minimum fee per client however; the absolute minimum Household Portfolio size for Signature Allocation Series is \$250,000.
- SEIA enforces the following single account portfolio minimums for Signature Allocation Series:
  - Signature 1 – The absolute single account minimum is \$50,000
  - Signature 2 – The absolute single account minimum is \$50,000
  - Signature 3 – The absolute single account minimum is \$100,000
  - Signature 4 – The absolute single account minimum is \$100,000

In some cases, clients may combine Signature Elite and Signature Allocation Series assets with other client portfolios (“Householding”) for the purposes of meeting the minimum annual fee or minimum Household Portfolio size.

Some Financial Advisors of SEIA may impose higher minimum portfolio sizes. Higher minimum portfolio and account sizes may apply for solicited accounts.

Declines in account value due to declines in the markets will not trigger the annual minimum (\$3,500) household fee calculation (client withdrawals will trigger the annual fee minimum calculation). Likewise, at our discretion, if the client is on a tiered billing schedule, the decline in account value due to market declines will not trigger a higher fee.

### ◆ Financial Planning Fees◆

Fees for Financial Planning (**Basic, Classic & Legacy**) will be quoted as a single fixed fee. Clients may elect to pay 100% of the fee in advance, a 50% retainer with balance due upon delivery, or may pay the full fee upon delivery of the plan. Fees are as follows:

	Fee Minimum	Fee Maximum
<b>Basic</b> Financial Plan	\$1,000	\$2,500
<b>Classic</b> Financial Plan	\$2,000	\$10,000
<b>Legacy</b> Financial Plan	\$3,000	\$15,000
<b>On-Going Legacy</b> Financial Plan	\$3,000	\$15,000

Fees for **On-Going Legacy** planning can either be computed as an annualized percentage of client investment management assets or quoted as a fixed fee that will be charged each year. The minimum household portfolio size for On-Going Legacy planning is \$1,000,000 in either Elite or Allocation Series investment management.

The sliding scale below shows the fee ranges generally charged at certain dollar breakpoints. This fee is separate from any other services SEIA provides, and will be added on to the fee scale for investment management services (Elite and SAS), which is a pre-requisite of the **On-Going Legacy** planning service. **The minimum annual fee for On-Going Legacy financial planning is \$3,000.**

Portfolio Value	On-Going Legacy Fee
\$ 1,000,000 - \$ 2,499,999	0.12 % - 0.60 %
\$ 2,500,000 - \$ 4,999,999	0.06 % - 0.30 %
\$ 5,000,000 - \$ 9,999,999	0.03 % - 0.15 %
\$ 10,000,000 - above	negotiated

The fee will be payable quarterly in arrears and deducted directly from the investment account the client chooses or by check. **On-Going Legacy** fees begin accruing when SEIA becomes linked to the investment management accounts, or when those accounts are funded.

### ◆ Investment Consulting Fees◆

Fees for **Investment Consulting** are computed at an hourly rate. The fee ranges are:

Financial Advisor	\$200 – 350
Senior Associate	\$250 – 450
Partner & Senior Partner	\$450 – 750

The exact rate will be negotiated between the client and Financial Advisor within the stated ranges, and will be specified in the Engagement Agreement. The fee is payable quarterly in arrears based on actual hours at the quoted rate. However, the annual fee paid at the hourly calculation will not exceed (1.0%) per annum of managed assets. Accounts must be “linked” to SEIA at custodians Schwab or Fidelity.

For Investment Consulting the recommended minimum is \$350,000, however, smaller portfolios may be opened or maintained at the discretion of SEIA. The minimum fee for Investment Consulting is \$3,500.

### ♦ Retirement Plan Consulting Fees ♦

Fees are billed quarterly in arrears, pro rata for any partial quarter. The Plan may elect to have the Fees billed directly to the Plan sponsor, or deducted from Plan assets by the custodian, TPA or record keeper and remitted directly to SEIA.

SEIA will offset any other compensation it receives directly or indirectly for Services provided to a Plan.

In addition to the Fee charged by SEIA, Plans may also incur certain charges imposed by unaffiliated third parties. Such charges may include, but are not limited to, fees charged by other investment managers, custodial fees, brokerage commissions, transaction fees, charges imposed directly by a mutual fund, index fund, or exchange traded fund purchased for the Plan which shall be disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), fees imposed by variable annuity providers and disclosed in the annuity contract, certain deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions.

SEIA charges a fee for Services calculated as either (I) a percentage of the market value of includable Plan assets, (II) a flat dollar amount or (III) an hourly rate (see schedule below). Fees are negotiable.

<u>Hourly Fee Range</u>		<u>Per Annum Fee Range</u>	<u>Portfolio Value Between</u>
Financial Advisor	\$200 – 350	0.40 - 1.10%	\$ 0.0 - \$ 1,000,000
Senior Associate	\$250 – 450	0.30 - 1.00%	\$ 1,000,001 - \$ 5,000,000
Partner & Senior Partner	\$450 – 750	0.20 - 0.90%	\$ 5,000,001 - \$ 15,000,000
		Negotiable	\$ 15,000,001+

There are no minimum conditions (account size or fee) for clients retaining Retirement Plan Consulting.

### ♦ Third Party Money Manager Fees and Other Disclosures ♦

In addition to fees paid to SEIA for advisory services with respect to clients' investments with third party money managers, clients may pay additional fees to the separate account managers and the custodial firms.

For the Schwab & Fidelity programs, SEIA earns it's compensation under the fee schedule for Signature Elite and Signature Allocation Series, and will deduct its fee from the brokerage custodial account as authorized by the client.

For Envestnet, and other third party money manager programs that may be specified from time to time, SEIA will earn a percentage of the fee as quoted by the third party money manager's schedule. In these instances the assets will not be included in the calculation for SEIA's fee schedule and fee deduction.

In all cases, SEIA will make available to the client a "Compensation Disclosure Statement" and Investment Advisor Brochure for the third party money manager and applicable agreements for the custodian and money manager.

### General Fee Disclosures

Payment of fees may be paid direct by the client, or client may authorize the custodian holding client funds and securities to deduct SEIA advisory fees direct from the client account in accordance with statements prepared and submitted to the custodian by SEIA. The custodian will provide periodic account statements to the client. Such statements will reflect all fee withdrawals by SEIA. It is the client's responsibility to verify the accuracy of the fee calculation. The custodian will not determine whether the fee is properly calculated.

Fees are not collected for services to be performed more than six months in advance.

In addition to fees paid for advisory services with respect to clients' investments in mutual funds, clients pay additional fees on the investment because the mutual funds also pay advisory and/or management fees to an investment advisor.

As of the date of termination of services, SEIA will no longer be the investment advisor of record. All assets will be held at the custodian and it will be Client's responsibility to instruct the custodian and monitor the account as to the final disposition of assets. SEIA will not take any other action, unless specifically notified by the client. The following termination clauses apply based on the service provided.

- For **Signature Elite, Signature Allocation Series, On-Going Legacy** financial planning and **Investment Consulting**, services will continue until either party terminates the Engagement Agreement on immediate written notice. If termination occurs prior to the end of a calendar quarter, SEIA maintains the right to invoice for fees due on a pro-rata basis.
- For **Retirement Plan Consulting**, services may be finite and terminate on delivery of the services in accordance with the Financial Planning provisions below, or services may be on-going in accordance with the investment supervisory/management provisions above.
- For **Financial Planning (Basic, Classic & Legacy)**, the client may terminate the Engagement Agreement at any time and a refund of the unearned fees will be made based on time and effort expended before termination. The Agreement terminates upon delivery of the plan or consultations. If client is dissatisfied with the plan or consultations, and if client so states in writing within 10 days of delivery of the plan or consultations, SEIA will (at SEIA's sole discretion) either modify/make changes to the plan or provide additional consultations at no additional cost, or refund all or part of the fees paid.
- For **Third Party Money Managers**, services will terminate in accordance with the outside Money Manager's Agreement.

The Advisory Agreement contains a pre-dispute arbitration clause. Client understands that the agreement to arbitrate does not constitute a waiver of the right to seek a judicial forum where such a waiver would be void under the federal securities laws. Arbitration is final and binding on the parties.

Financial Advisors of our firm are also Registered Representatives of a broker/dealer, and as such may receive commission-based compensation for the sale of securities and other investment products. SEIA and its Financial Advisors do not double-dip (*definition of double-dipping: "For brokerage firms, when a*

*broker puts commissioned products into a fee-based account.”), and will either receive fee-based compensation or commissions on specified assets, not both. Mutual funds recommended under advisory services will be “no-load” or “load-waived.” Clients are not obligated to purchase investment products recommended, or to purchase through our firm or affiliated firms.*

## **Performance-Based Fees And Side-By-Side Management**

SEIA does not charge performance-based fees. (A fee that is based on gains in the client account.)

## **Types of Clients and Account Minimums**

*Types of Clients:* SEIA provides advisory services to individuals, trusts, estates, pension/profit sharing plans (ERISA accounts) and business entities.

*Account Minimums:* Requirements for opening or maintaining an account are described in the section on fees and compensation.

## **Methods of Analysis, Investment Strategies**

SEIA’s Department of Investment Management and Economic Strategy (“DIMES”) is responsible for the research and development of SEIA’s asset allocation targets. DIMES uses the principles found in Modern Portfolio Theory, proprietary research, and third-party research. Underlying this approach is:

- Strategic Macro Asset Allocation, which is based on asset class and style through the use of computer software models, based on capital market assumptions and modern portfolio theory principles.
- Tactical Micro Allocation, which is based on business cycle, global and domestic macro / micro-economic conditions and other potential event-driven opportunities.

DIMES analysis and investment selection are driven by a two-prong approach to filter the investment universe of each asset class and style down to specific investments that meet SEIA’s standards.

- Quantitative metrics focus on identifying potential investments with consistent, good risk-adjusted performance returns based on mathematical and statistical methods and analysis.
- Qualitative metrics focus on the “quality” of potential investments that meet the above quantitative standards. DIMES focuses on attributes of investments that cannot be directly captured by quantitative measurement.

Allocation strategies and potential investments are then presented at SEIA’s Investment Committee meeting for final discussion and determination.

SEIA's Investment Committee includes the six Senior Partners of the firm (Brian Holmes, Mark Copeland, Paul Taghibagi, Gary Liska, Vince Dileva, Theodore Saade), the Director of Investment Strategy (Deron McCoy) and two alternating Financial Advisor/Associates. The Financial Advisor/Associate members are chosen each year. The Investment Committee meets monthly to monitor global economic cycles, track investment trends, and provide research on investment vehicles and third party money managers.

While the client's Financial Advisor will apply the asset allocation strategy to their client's individual accounts and monitor the portfolios, the Investment Committee performs an oversight of the Financial Advisors' client portfolios. Some SEIA Advisors may use Technical Analysis in addition to the methods described above.

## **Risk of Loss**

The Financial markets are volatile and there are risks in all types of investment vehicles, including “low-risk” strategies. Client at all times shall elect unilaterally to follow or ignore completely, or in part, any information, recommendation, or advice given by SEIA. There is no guarantee that the investment strategy selected for the client will result in the client's goals being met, nor is there any guarantee of profit or protection from loss. **For those investments sold by prospectus, clients should read the prospectus in full.**

SEIA predominantly utilizes the following investment vehicles in our portfolios: Stocks, bonds, mutual funds, closed-end funds, Exchange Traded Funds (“ETFs”), Exchange Traded Notes (“ETNs”), and options.

SEIA is disclosing those risks and opportunities for our investment strategy or for particular types of securities used. The main risks associated with the financial markets and the securities we recommend to clients are:

- **Market Risk** - Market risk applies mainly to stocks, but can also apply to other securities SEIA recommends. This is the most familiar of all risks. Also referred to as volatility, market risk is the day-to-day fluctuation in a securities' price. As a whole, stocks tend to perform well during a bull market and poorly during a bear market. Volatility is not so much a cause but an effect of certain market forces. Volatility is a measure of risk because it refers to the behavior, or "temperament", of your investment rather than the reason for this behavior. Because market movement is the reason why people can profit from stocks, volatility is essential for returns, and the more unstable the investment the more chance there is that it will experience a dramatic change in either direction. Stock investments can and will go down in value during adverse market conditions, just as they can deliver sizeable gains during favorable market conditions.
- **Financial Risk** - Financial risk is the additional risk a shareholder bears when a company uses debt in addition to equity financing. Companies that issue more debt instruments would have higher financial risk than companies financed mostly or entirely by equity.
- **Business Risk** - A company's risk is composed of financial risk, which is linked to debt, and business risk, which is often linked to economic climate. If a company is entirely financed by equity, it would pose almost no financial risk, but it would be susceptible to business risk or changes in the overall economic climate.
- **Management Risk** - This term refers to the risk of the situation in which the company and shareholders would have been better off without the choices made by management.
- **Liquidity Risk** - The risk stemming from the lack of marketability of an investment that cannot be bought or sold quickly enough to prevent or minimize a loss.

- **Interest Rate Risk** - Interest rate risk is the risk that an investment's value will change as a result of a change in interest rates. This risk affects the value of bonds more directly than stocks.
- **Credit Risk** - Credit risk is the risk that a company or individual will be unable to pay the contractual interest or principal on its debt obligations. This type of risk is of particular concern to investors who hold bonds in their portfolios. Government bonds, especially those issued by the federal government, will normally have the least amount of default risk and with corresponding lower interest rates, while corporate bonds tend to have the highest amount of default risk but also higher interest rates. Bonds with a lower chance of default are considered to be investment grade, while bonds with higher chances are considered to be below investment grade ("junk bonds"). Bond rating services, such as Standard & Poors ("S&P"), give investors their opinions on which bonds are investment-grade, and which bonds are "junk".
- **Currency Risk** - When investing in foreign countries you must consider the fact that currency exchange rates affect asset prices. Currency risk applies to all financial instruments that are in a currency other than your domestic currency. As an example, if you are a resident of America and invest in a Canadian stock priced in Canadian dollars, even if the share value appreciates, you may lose money if the Canadian dollar depreciates in relation to the American dollar.
- **Country Risk** - A collection of risks associated with investing in a foreign country. These risks include political risk, exchange rate risk, economic risk, sovereign risk and transfer risk, which is the risk of capital being locked up or frozen by government action. Country risk can reduce the expected return on an investment and must be taken into consideration whenever investing abroad.

The risks of **Mutual Funds** and **ETFs** depend on the underlying securities they hold, as well as added manager risk, which refers to the manager underperforming their benchmark. Stock funds have similar risks as stocks, just as bond funds have similar risks as bonds. Some ETFs that trade infrequently will have an added liquidity risk.

All **debt securities** are subject to interest rate risk and credit risk. High yield securities, which are debt securities rated below investment grade, face higher credit risk and downgrade risk (the chance that a credit rating agency will downgrade their rating / opinion on the safety of the security) than other debt securities.

Some SEIA Financial Advisors may use **options**. The predominant use of options at SEIA is selling a call contract ("covered call"). When the investor sells the call option on a security held in the portfolio, the benefit is to increase income while holding the security. The covered call is a conservative way to participate in the options market. However, the investor limits the upside potential of the stock in a rising market if the stock increases in value over the strike price. The client can also suffer from a declining market in the value of the stock, but can continue to sell more call options. The premium received is taxable income. The sale of the stock at the strike price may be a taxable event.

Other basic option contracts may be utilized at times by SEIA Financial Advisors, although not a primary strategy. This includes buying a call, buying a put, or selling a put. These contracts have different and increased risks than the strategy described above. Options investors will receive a copy of Characteristics and Risks of Standardized Options published by The Options Clearing Corporation.

## **Disciplinary Information**

SEIA does not have any disclosure items.

An investment advisor must disclose material facts about any legal or disciplinary event that is material to a client's evaluation of the advisory business or of the integrity of its management personnel.

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

SEIA is not, but the Financial Advisors of the firm are licensed as securities registered representatives and insurance agents, and are in the business of selling insurance and securities products. On average, the Financial Advisors dedicate the bulk of their time (85%) towards investment advisory activities; 5% securities brokerage; and 10% insurance.

The Financial Advisors of SEIA, as Registered Representatives, are licensed with Signator Investors, Inc. ("SII"). SII is a general securities broker/dealer, registered with the Securities and Exchange Commission, and member of the Financial Industry Regulatory Authority. SII is a wholly-owned subsidiary of John Hancock U.S.A. ("JHUSA"). JHUSA is a diversified financial services company engaged in the design and sale of investment and insurance products. JHUSA is the US operating subsidiary of Manulife Financial Corp., (NYSE, MFC) based in Canada.

The Financial Advisors of SEIA, as insurance brokers, are licensed with Signature Comprehensive Insurance Services, LLC ("SCIS"), an affiliated company of SEIA. Paul Taghibagi, Brian Holmes, Mark Copeland, and Gary Liska are officers of SCIS.

The Financial Advisors of SEIA, as insurance brokers, are licensed with, and may transact business through several life, disability, and other insurance companies.

Financial Advisors may recommend securities, asset management, or insurance offered by JHUSA, its affiliates, or independent insurance companies. Financial Advisors of SEIA, in their capacity as Registered Representative of SII, insurance brokers through Signature Comprehensive Insurance Services LLC ("SCIS") (for fixed insurance other than JHUSA), Signature Estate & Insurance Services LLC ("SEIS") (for JHUSA fixed insurance) or other insurance companies approved by SEIA, are restricted to represent only products approved for sale through these entities. Other suitable investment products might be available through other broker/dealers or insurance companies. If clients purchase these products through us, we will receive the normal commissions or fees. Thus, a conflict of interest exists between our interests and those of advisory clients. The client is under no obligation to purchase securities or insurance products recommended, or to purchase products either through us, SII, JHUSA, SCIS, SEIS, or other affiliated companies.

SEIA is independently owned, and is not owned by JHUSA or any of its affiliated companies. As such, JHUSA is not responsible for the investment advisory services provided by SEIA.

Signature Investment Advisors, LLC ("SIA"), a sister company, provides the Signature Elite and Signature Allocation Series to clients referred through SII. SEIA and SIA have shared personnel.



## **Code Ethics, Participation or Interest In Client Transactions, Personal Trading**

### **Code of Ethics**

SEIA maintains a Code of Ethics. The Code of Ethics sets forth standards of conduct expected of advisory personnel; requires compliance with federal securities laws; and, addresses conflicts that arise from personal trading by advisory personnel. Clients may request a copy of the Code of Ethics.

### **Participation or Interest in Client Transactions**

JHUSA and its affiliated companies offer proprietary mutual funds. From time to time, Financial Advisors/registered representatives may recommend to their clients, the purchase of these mutual funds. This would be when the recommendation is suitable for the client and meets their investment objectives. Clients are not obligated to purchase these funds.

### **Personal Trading**

At times the interests of SEIA and/or its access persons correspond with our client's interests, and then we may invest in the same securities that are recommended to clients. SEIA's policy is designed to avoid conflicts of interest with our clients. We will not violate the Advisor's fiduciary responsibilities to our clients.

Mutual funds are purchased or redeemed at a fixed net asset value price set by the fund company. Transactions in mutual funds by access persons are not likely to have an impact on the prices of the fund shares. Access persons may buy or sell these funds on the same day as clients. Limited partnership offerings have a set number of units available for purchase. We will fulfill client subscriptions first, and access persons may invest if units are remaining.

For general securities transactions (e.g. stocks, bonds):

- We will generally be "last in" and "last out" for the trading day when trading occurs in close proximity to client trades.
- "Front-running" (trading shortly ahead of clients) is prohibited. "Shortly ahead" includes same day trading, and also is inclusive of a more broad period of time based on facts and circumstances.
- Should a conflict occur because of materiality (i.e. a purchase or sale of an access person's prior holding of a thinly traded security), disclosure will be made to the client(s) at the time of trading.
- Incidental trading not deemed to be a conflict (i.e. a purchase or sale of an access person's prior holding of a security which is minimal in relation to the total outstanding value, and as such would have negligible effect on the market price), would not be disclosed at the time of trading.

Additionally these access persons may trade in securities not recommended to clients, when the investment objectives differ. Financial Advisors may take additional risk in investing that is not recommended to clients. We are mindful that SEIA and its access persons shall not misappropriate an investment opportunity that should first be offered to eligible clients.

SEIA and its access persons will keep records of all personal securities transactions whether done through the firm or not. SEIA monitors its access persons' personal security transactions on an on-going basis.

### **Principal Trades**

SEIA does not participate in Principal trades.

### **Agency Cross Transactions**

SEIA does not participate in Agency Cross Transactions.

### **Brokerage Practices**

#### **Selection or recommendation of broker/dealers**

Because Financial Advisors of SEIA are registered representatives with SII, if clients freely choose to implement financial planning recommendations through us on a commissionable trading basis, the broker/dealer is SII. SII performs "due diligence" on mutual funds, variable annuities and insurance products. Only those investments that meet firm requirements will be offered for sale to clients.

For Signature Elite, Signature Allocation Series, and Investment Consulting, SEIA recommends and clients may choose to implement trades and maintain custody of assets through a discount broker. The services of the Schwab Institutional division of Charles Schwab & Co. ("Schwab"), or Fidelity Investments ("Fidelity"), are recommended. The selection is made on the discount rates and execution services available to the client. Clients may pay transaction fees to Schwab or Fidelity for the purchase of "no-load" mutual funds. These firms provide clients with consolidated statements.

Schwab and Fidelity provides SEIA with access to its institutional trading and custody services, which are typically not available to Schwab or Fidelity retail investors. The services at Schwab are made available at no charge, as long as a total of at least \$10 million of SEIA's clients' assets are maintained in accounts at Schwab Institutional. Client accounts maintained in Schwab or Fidelity custody generally are not charged separately for custody, as Schwab and Fidelity are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through Schwab or Fidelity.

Clients in Schwab's separate account manager program and Envestnet programs must use Schwab for brokerage and custodial services. Schwab will carry out transactions as directed by the independent separate account manager or the client.

Clients in Fidelity's separate account manager program must use Fidelity for brokerage and custodial services. Fidelity will carry out transactions as directed by the independent separate account manager or the client.

SEIA may "trade away" for bond transactions in order to seek best execution. These bonds will be custodied in the client's account at Schwab or Fidelity under a prime brokerage arrangement.

Some client accounts at Fidelity or Schwab may be "pledged". This means the assets in the account are pledged as collateral against a loan. These accounts will look and function like margin accounts. SEIA will not recommend the purchase of securities on margin. SEIA does not take part in the process of pledging the accounts and has no financial interest in the process.

SEIA is not affiliated with Schwab or Fidelity. The Financial Advisors of our firm are not registered representatives of Schwab or Fidelity and do not receive any commissions or fees from recommending these services.

### Soft Dollar Practices

SEIA may receive compensation from a brokerage firm in the form of research, products or services ("soft dollars"). When a firm uses client brokerage commissions to obtain soft dollars, the firm receives a benefit by not having to produce or pay for such items. A firm may have an incentive to select or recommend a broker/dealer based on soft dollars received, rather than best execution for the client.

SEIA may receive compensation in the form of soft dollars from Schwab, Fidelity, or mutual fund companies through SII, for research services including reports and software.

SEIA has access to research available through Schwab and Fidelity. This research is readily available to any investment advisor utilizing Schwab and Fidelity, and may be received by SEIA on an unsolicited (un-requested) basis.

SEIA understands its duty for best execution and considers all factors in making recommendations to clients. These research services may be useful in servicing all SEIA clients, and may not be used in connection with any particular account that may have paid compensation to the firm providing such services. While SEIA may not always obtain the lowest commission rate, SEIA believes the rate is reasonable in relation to the value of the brokerage, research services and software provided and especially in light of the size and stability of our recommended custodians, in relation to lower commission competitors.

Schwab also makes available other soft dollar compensation for non-research products and services that benefit SEIA but may not benefit its clients' accounts. Some of these other products and services assist SEIA in managing and administering clients' accounts. These include software and other technology that provide access to client account data, facilitate trade execution, pricing information and market data, assist with back-office support, recordkeeping, and client reporting. Many of these services generally may be used to service all or a substantial number of SEIA's accounts, including accounts not maintained at Schwab. Schwab may also provide other services intended to help SEIA manage and further develop its business enterprise. These services may include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing. Schwab may make these available through independent third-parties. Schwab may discount or waive fees it would otherwise charge for these services, or pay all or a part of the fees of a third party providing these services to SEIA.

SEIA's recommendation that clients maintain their assets at Schwab may be based in part on the benefit to SEIA of the availability of some of the foregoing products and services and not solely on the quality or costs of services provided by Schwab, which may create a potential conflict of interest. SEIA does not have discretion as to brokerage firms (except in the trade away bond situations as described herein) and therefore the client is always free to accept or reject any recommendation by SEIA.

### Client Referrals from Brokers

See the main section heading on Client Referrals and Other Compensation for disclosure.

### Trade Aggregation

While individual client advice is provided each account, client trades may be executed as a block trade. This would apply only to those accounts and transactions that are entered on a discretionary basis (e.g., Signature Allocation Series) and to a very limited extent bond trades that are placed after market close. The Advisor encourages its existing and new clients to use the Advisor's "lead custodian."

Only accounts in the custody of the lead custodian would have the opportunity to participate in aggregated securities transactions. All trades using the lead custodian will be aggregated and done in the name of the Advisor. The executing broker will be informed that the trades are for the account of the Advisor's clients and not for the Advisor itself. No advisory account within the block trade will be favored over any other advisory account, and thus, each account will participate in an aggregated order at the average share price and receive the same commission rate. The aggregation should, on average, reduce slightly the costs of execution, and the Advisor will not aggregate a client's order if in a particular instance the Advisor believes that aggregation would cause the client's cost of execution to be increased. The Custodian will be notified of the amount of each trade for each account. SEIA and/or its Financial Advisors may participate in block trades with clients, and may also participate on a pro rata basis for partial fills, but only if clients receive fair and equitable treatment.

### Review of Accounts and Reports on Accounts

#### Review of Accounts

**Signature Elite** accounts are supervised (monitored) on a continuous basis by the client's Financial Advisor.

**Signature Allocation Series** is supervised (monitored) on a continuous basis by SEIA's Director of Investment Strategy. Clients will work directly with their Financial Advisor, who will communicate with the Director of Investment Strategy. Signature Allocation Series will not be directly managed by the Financial Advisor. The Investment Committee meets monthly to determine overall asset allocation strategies and perform oversight of the Financial Advisor's client portfolios. The Investment Committee is comprised of the six Senior Partners, two Financial Advisors, and the Director of Investment Strategy. The client's Financial Advisor (or the Director of Investment Strategy in the case of Signature Allocation Series) is responsible to monitor the account on the schedule outlined for the type of service.

**On-Going Legacy** financial planning clients will receive the account reviews as applicable under Signature Elite or Signature Allocation Series. Additionally, clients may meet with their Financial Advisor during the year to review / discuss the progress of the Financial Plan.

**Financial Planning** clients (**Basic, Classic & Legacy**) will not receive any scheduled reviews or on-going reports. We recommend that clients review financial and business goals and objectives on an annual basis, and for Financial Planning clients, this would be done under the terms of a new Engagement Agreement.

**Investment Consulting** accounts are reviewed on a quarterly basis by the client's Financial Advisor.

**Retirement Plan Consulting** services may be finite (limited) and clients will not receive any scheduled reviews or on-going reports. When the client engages SEIA for on-going services, reviews and reports will be individualized for the Plan or participants.

### **Reports on Accounts**

Clients receive standard account statements from the qualified custodian or investment sponsor, in addition to reports prepared by SEIA. Signature Elite, Signature Allocation Series and Investment Consulting clients receive quarterly reports from SEIA. SEIA quarterly reports include current and historic performance, performance by security, asset class and investment style summaries, a portfolio appraisal and statement of fees. Additional reports, by request, can be customized to meet the needs of the client. Clients have the option to receive hard-copy or electronic account statements from their custodian.

**On-Going Legacy** planning clients receive an annual Financial Plan update in addition to the quarterly reports. SEIA's ability to provide the update is contingent upon the client's current data input into the online portal and meeting with the client's Financial Advisor to update the client profile.

### **Client Referrals & Other Compensation**

#### **Client Referrals From Brokers**

SEIA receives referrals from Schwab through participation in Schwab Advisor Network™ ("the Network"). Schwab is a broker/dealer independent and unaffiliated with SEIA. The Network is designed to help investors find an independent investment advisor. SEIA pays Schwab fees for the referrals. The participation fee is a percentage of the value of the assets in the client's accounts. The fee is paid by the advisor and not the client. SEIA agrees not to charge clients referred by the Network fees or costs greater than charges incurred by clients who were not introduced by the Network. SEIA's participation in the Network may raise potential conflicts of interest. Because the fee paid on a referred account is higher if the account is not custodied at Schwab, we will have an incentive to recommend that client accounts be held in custody at Schwab. Because fees are based on assets including family members of referred clients living in the same household, we will have incentive to encourage household members to maintain custody of accounts at Schwab. Thus, we may have an incentive to execute trades through Schwab. We acknowledge our duty of best execution for clients.

#### **Referral Fees Paid**

SEIA may compensate for client referrals. All solicitors agreements are in compliance with the Investment Advisers Act of 1940. In addition, all applicable federal and state laws will be observed. All clients procured by outside solicitors will be given full written disclosures by the solicitor, describing the terms and fee arrangements between SEIA and the solicitor, prior to or at the time of entering into the advisory agreement.

SEIA has entered into an agreement with SII to compensate for client referrals. SEIA will pay all solicitor fees under this arrangement to SII, and it will be the responsibility of SII to reallocate a portion of the referral fee to its agent. As part of this arrangement, SEIA may also sponsor due diligence meetings, training sessions and other meetings for the SII solicitors.

SEIA may compensate employees for client referrals, which may be a one time flat fee, or a percentage of the assets paid on a quarterly basis. An employee solicitor must disclose their employee status with SEIA to the client at the time of the solicitation or referral.

### *Referral Fees Received*

SEIA may exercise agreements with other Registered Investment Advisors and recommend other Advisors to clients. In such instances, SEIA may receive a portion of the account fee. In these instances, we will make available to the client a "Compensation Disclosure Statement" and Investment Advisor Brochure for the other Advisor. The client is under no obligation to use the services of the other Advisor(s) recommended. See additional disclosure under sub-heading Third Party Money Manager Fees in the Fees and Compensation heading.

### *Other Referral Arrangements*

Paul Chau, CPA, operates an independent accounting firm, Theorem, LLP. Mr. Chau is also an SEIA Financial Advisor. Other Financial Advisors of SEIA may refer clients to Mr. Chau for accounting and tax services. No referral fees are paid and client is under no obligation to utilize accounting/tax services of Mr. Chau.

At the request of the client, SEIA may work with various law firms, accounting firms, pension consultants, and other professional advisors, to coordinate the steps necessary to implement the financial plan. While preparing a financial plan, SEIA engages in the analysis of information regarding legal matters, taxes/accounting, and retirement plans. This analysis is not intended to replace the need for independent advice from these other professional advisors. SEIA may supply information necessary to law firms for the preparation of client's trust documents. SEIA may supply information to accounting firms for the preparation of client's taxes. SEIA does not receive compensation from these outside professional advisors. The client is responsible to pay for services rendered from the outside professional advisors selected by client.

### *Sales Awards*

Financial Advisors of SEIA in their respective capacities as Registered Representatives and/or insurance brokers, may receive 12b-1 fees and other incentive awards from mutual funds, variable annuity companies, and insurance companies. These companies may help contribute to expenses of SEIA seminars and other events (e.g. client appreciation dinners). All such incentive awards and expense reimbursements would be cleared through SII. All allowable compensation is disclosed in the mutual fund and variable annuity prospectus. Commission rates are set by each fund; clients do not pay for the additional compensation. We also receive directly from SII / JHUSA or its affiliates, incentive awards, and paid attendance at conventions/workshops.

### *Investment Committee*

Investment Committee members (other than Deron McCoy) receive nominal compensation from SEIA, for serving on the committee's monthly meetings.

### *Charitable Contributions*

SEIA or its personnel may at times make contributions to charities that clients may be involved in. Clients or Custodians we use may make nominal charitable contributions to charities that our firm chooses. SEIA personnel may serve on the board of these charities.

## **Custody**

SEIA uses custodians for the safekeeping of customer's funds and securities as disclosed in the Brokerage Practices section. Under the SEC's definition of "custody," SEIA is deemed to have custody of client funds solely because of the fee deduction authority granted by the client in the SEIA Engagement Agreement. Clients will receive account statements at least quarterly from the broker-dealer or other qualified custodian. **Client is urged to compare custodial account statements against statements prepared by SEIA for accuracy.** Minor variations may occur because of reporting dates, accrual methods of interest and dividends, and other factors. The custodial statement is the official record of your account for tax purposes.

## **Investment Discretion**

A limited power of attorney will be obtained from clients. SEIA will not have authority to withdraw funds or to take custody of client funds or securities, other than under the terms of the Fee Payment Authorization clause in the Agreement with the client.

**Signature Elite** and **Investment Consulting** accounts are non-discretionary. SEIA has the authority to execute trades pre-approved by clients.

Under **Signature Allocation Series**, SEIA will have the discretionary authority to determine the securities and the amount of securities to be bought or sold and to automatically rebalance/reallocate within an asset allocation range subject to the restrictions in the Investment Policy Statement. Signature Allocation Series is managed by SEIA's Director of Investment Strategy, Deron McCoy, CFA, CFP®, CAIA. Mr. McCoy is the only person authorized to direct trades on a discretionary basis. Mr. McCoy's brochure supplement immediate follows this SEIA Brochure.

The client will designate the broker/dealer to be used for trading and custodial services. SEIA may "trade away" for bond transactions in order to seek best execution. The bonds will be custodied at the broker/dealer designated by the client under a prime brokerage arrangement.

## **Voting Client Securities**

SEIA does not vote proxies and does not offer advice on corporate actions. It is the client's responsibility to vote proxies. Clients will receive proxy materials directly from the custodian. Questions about proxies may be made via the contact information on the cover page.

## **Financial Information**

SEIA does not have any disclosure items in this section. An investment advisor must provide financial information if a threshold of fee prepayments is met or, if there is a financial condition likely to impair the ability to meet contractual commitments; or, a bankruptcy within the past ten years.

Form ADV Part 2B  
Brochure Supplement

SIGNATURE  
ESTATE & INVESTMENT ADVISORS, LLC<sup>®</sup>

**Part 2B Supplement Deron McCoy**

Name of Supervised Person/IA Rep	Deron McCoy
Address	2121 Ave. of the Stars, Suite 1600, LA, CA 90067
Phone Number	310-712-2323
Date of Brochure as Last Revised:	March 26, 2013

Name of Registered Investment Advisor	Signature Estate & Investment Advisors ("SEIA")
Address	2121 Ave. of the Stars, Suite 1600, LA, CA 90067
Phone Number	310-712-2323
Website Address	<a href="http://www.seia.com">www.seia.com</a>

This Brochure Supplement provides information about Deron McCoy that supplements the SEIA brochure. You should have received a copy of that brochure. Please contact SEIA Compliance if you did not receive SEIA's brochure or if you have any questions about the contents of this supplement. Additional information about Deron McCoy is available on the SEC's website at: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

Deron McCoy is the Director of Investment Strategy for SEIA's Department of Investment Management and Economic Strategy ("DIMES"). DIMES is responsible for the research and development of SEIA's asset allocation targets. Mr. McCoy manages the Signature Allocation Series and is the person authorized with discretionary trading for the portfolios in the Series.



SIGNATURE ESTATE & INVESTMENT ADVISORS, LLC<sup>®</sup>  
[www.SEIA.com](http://www.SEIA.com)



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

### **Education and Business Background**

Name: Deron McCoy, CFA, CFP®, CAIA, AIF®

Year of Birth: 1972

Education: University of California Los Angeles (UCLA), Los Angeles, CA  
BS Mathematics-Applied Science, Specialization in Economics, 1995

Business: SIA, Los Angeles, CA – Director of Investment Strategy, DIMES  
11/11 - present  
SEIA, Los Angeles, CA – Director of Investment Strategy, DIMES  
9/01 - present  
Signator Investors, Inc., Los Angeles, CA – Registered Representative  
6/95 – present

### **Professional Designations Qualifications**

**CFP®** - Certified Financial Planner is issued by the Certified Financial Planner Board of Standards, Inc.

Candidates must meet the following requirements:

- Complete CFP® education program or fulfillment by other specified credential
- Bachelor's degree (or higher) from an accredited college or university
- Pass CFP® certification exam
- 3 years of full-time personal financial planning experience
- Continuing education requirement of 30 hours every 2 years

**CFA** – Chartered Financial Analyst is issued by the CFA Institute

CFA certificants must meet the following requirements for regular membership:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience
- Complete and pass the CFA Program – a graduate-level self-study program culminating in three sequential six-hour exams
- Have at least 4 years of qualified work experience in the investment decision-making process
- Fulfill society requirements; which require two sponsor statements as part of each application
- Commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct
- Must be a regular member

**CAIA** - Chartered Alternative Investment Analyst

Candidates must meet the following requirements:

- Successfully pass both the Level I and Level II exams
- Become a member of the CAIA Association
  - Pass the Level II exam within three years of passing the Level I exam
  - Hold a U.S. bachelor's degree or the equivalent, and have more than one year of professional experience
  - Agree on an annual basis to abide by the Member Agreement

**AIF® - Accredited Investment Fiduciary**

Candidates must meet the following requirements:

- Complete the AIF training program
- Pass the final certification exam
- Continuing education requirement of 6 hours per year

***Disciplinary Information***

Deron McCoy does not have any disclosure items.

An investment advisor and its supervised persons (IA Reps aka Financial Advisors) must disclose material facts about any legal or disciplinary event that is material to a client's evaluation of the advisory business or of the integrity of the IA Rep.

***Other Business Activities***

Deron McCoy is the Director of Investment Strategy, DIMES for both SEIA and Signature Investment Advisors, LLC ("SIA"). SIA provides the Signature Elite and Signature Allocation Series to clients referred through another entity.

Deron McCoy is associated with Signator Investors Inc. ("SII") as a Registered Representative. SII is a general securities broker/dealer having membership in the Financial Industry Regulatory Authority. SII is a wholly-owned subsidiary of John Hancock USA ("JHUSA") a diversified financial services company engaged in the design and sale of investment products.

***Additional Compensation***

Deron McCoy receives a portion of revenues derived from management of *discretionary* services offered through DIMES. Mr. McCoy does not receive any securities commissions.

***Supervision***

Deron McCoy serves on the Investment Committee, which provides research and formulates investment strategies. Mr. McCoy will apply the asset allocation strategy as he sees fit to *discretionary* client accounts. The Investment Committee performs oversight on the client portfolios. The Chief Compliance Officer ("CCO"), Rachel Posner, monitors trading for compliance with securities laws. The CCO may be contacted at the phone number of the main office as shown on the cover page.



SIGNATURE ESTATE & INVESTMENT ADVISORS, LLC®  
www.SEIA.com

## **Privacy Notice**

### **NOTICE OF PRIVACY OF CONSUMER FINANCIAL INFORMATION**

Respect for clients' privacy is highly valued at Signature Estate & Investment Advisors, LLC ("we") and your privacy is important to us. We understand that the trust you have placed in us is conditional upon our proper handling of your personal information.

Federal law gives you the right to know what information is being collected about you and how the information will be used.

We collect non-public personal information about you from the following sources:

- Information we receive from you on applications or other forms;
- Information about your transactions with us, our affiliates, or others; and
- Information that you specifically have had your other professional advisors forward to us.

We do not disclose any non-public personal information about our customers or former customers to anyone, except as required by federal or state law, or as directed by you – our customer.

- Under the law, we may disclose all of the information we collect to companies that perform support services on our behalf as necessary to affect, administer, or process a transaction, or for maintaining and servicing your account.
- As directed by you, we will be working with your other professional advisors and we will provide information in our possession that is reasonably requested by other advisors.

We do not give or sell information about you or your accounts to any other company individual or group.

We restrict access to non-public personal information about you to those employees who need to know that information to provide products or services to you. We maintain physical, administrative, and technical procedural safeguards that comply with federal standards to guard your non-public personal information.

You do not need to call or do anything as a result of this notice. It is meant to inform you of how we safeguard your non-public personal information.

Should you have any questions regarding our privacy procedures, please feel free to contact us at (310) 712-2323.

### **Business Continuity Program**

SEIA seeks to provide uninterrupted client service. We believe the stability of our business practices, as well as our technology systems, is vital to earning your trust, therefore we make every effort to provide uninterrupted service through a Business Continuity Plan aligned with rigorous SEC and FINRA requirements.

In the event of a natural or unnatural disaster that interrupts our normal business operations at our corporate headquarters at 2121 Avenue of the Stars, in Los Angeles, California; our comprehensive Business Continuity Plans include but are not limited to the following:

- Pre-defined alternate worksites and communications systems for all business critical functions.
  - 2010 Main St., Suite 350, Irvine, CA 92614 Ph 949-705-5188 or 800-472-1066 Fax 949-705-5199
  - 3452 E. Foothill Bl., Suite 1140, Pasadena, CA 91107 Ph 626-795-2944 Fax 626-795-2994
  - 8607 Westwood Center Dr., Suite 300, Vienna, VA 22182 Ph 703-893-2550 Fax 703-287-7122
  - 1815 Via El Prado, Suite 100, Redondo Beach, CA 90277 Ph 310-712-2322 Fax 310-712-2377
- Multiple data recovery backup systems.
- Various methods of communicating with and providing service to clients via the Internet, local offices and automated telephone forwarding services.
- Annual employee awareness and Business Continuity training.

While no contingency plan can eliminate all risk of service interruption or temporarily impeded account access, we continually assess, test, and update our Plan to mitigate all reasonable risk.

If we find it necessary to temporarily move our operations, we will attempt to notify you. Please understand that this may take from 24 to 48 hours or longer.

Please refer to the Business Continuity Programs of your custodian for additional key information. A complete copy of our Business Continuity Plan may be viewed in our office during regular business hours.

Sincerely,



Brian D. Holmes, MS, CFP®, CMFC  
President, CEO