



## **Advisor Financial Services, LLP**

### **Investment Advisory Services**

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February 17, 2016

This Brochure provides information about the qualifications and business practices of Advisor Financial Services, LLP. If you have any questions about the contents of this Brochure, please contact us at 770-517-6411 and/or [info@advisorllp.com](mailto:info@advisorllp.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

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

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

## Item 2 – Material Changes

Investment Advisers are required to prepare a disclosure document (“Brochure”) that describes the firm and its business practices. Pursuant to SEC rules, we are required to update our Brochure at least annually and provide you with a summary of any material changes since the previous annual amendment.

We have prepared the updated Brochure, dated February 17, 2016, in accordance with the annual amendment requirement. Since our last Brochure dated February 19, 2015 the following material changes have occurred.

- As of February, 2015 Advisor Financial Services no longer claims custody of client assets. And, therefore is no longer required to conduct an annual surprise custody exam.

With this summary, we hereby offer to deliver a complete copy of our Investment Adviser Brochure upon your request at any time during the year. You may request our Brochure at any time by contacting Gary Krasnov, Chief Compliance Officer, at 770-517-6411 or [gary@advisorllp.com](mailto:gary@advisorllp.com).

Additional information about Advisor Financial Services, LLP is available at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC’s web site also provides information about any persons affiliated with Advisor Financial Services, LLP who are registered as investment adviser representatives of Advisor Financial Services, LLP.

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#### Item 4 – Advisory Business

Advisor Financial Services, LLP was formed in 2001, and is an investment advisory firm registered with the United States Securities and Exchange Commission under the Investment Advisers Act of 1940. Advisor Financial Services is owned and controlled by Carl Youngdale, Jeff Baumert and Gary Krasnov. We offer advisory services under the name Advisor Financial Services, LLP and The Advisor, LLP, herein after Advisor Financial.

As of December 31, 2015, our assets under management are:

Discretionary	\$511,967,924
Non-Discretionary	\$0
Total Assets Under Management	\$511,967,924

After completing an investor profile questionnaire, Advisor Financial assists the client in selecting an appropriate model portfolio based on the client's specific goals and risk tolerances. Model portfolios are constructed using mutual funds and exchange-traded funds (ETFs). While accounts are primarily invested according to the investment model selected by the client, clients may impose reasonable restrictions on the management of their portfolio. If a client's financial condition changes, they should notify Advisor Financial to discuss whether the model they selected continues to be appropriate for their circumstances or if a different model is more appropriate.

Advisor Financial manages investment accounts under three distinct divisions of the registrant's business:

- Employee-Direct Services
- Private Account Services
- Institutional Services.

##### Employee-Direct Services:

Employee-Direct Services manages investment accounts for participants of employer provided retirement plans by providing risk-adjusted portfolios suitable primarily for active employees. Client provides us with discretionary authority to place trades on their behalf and to access their account through a limited power of attorney.

##### Private Account Services:

Advisor Financial also manages investment accounts for individuals separate from their employer provided retirement plans. Those accounts are maintained through Fidelity Investments Institutional Brokerage Group. Clients may, in limited cases, maintain managed accounts at other institutions. We provide Private Account Services using an allocation strategy based on the client's objectives. Client provides us with discretionary authority to place trades on their behalf and to access their account through a limited power of attorney. Periodic changes are made to the client's account based on changes to the investment model, fluctuations in the market or a change in the client's objectives.

Financial planning services are available to clients based on a fixed fee or hourly basis. Hourly fees range from \$60/hour for administrative services to \$250/hour for professional services.

## **Item 5 – Fees and Compensation**

While Advisor Financial intends to charge fees in accordance with the standard fee schedule in place at the time of executing the investment management agreement, fees are subject to negotiation and may vary from the standard schedules to reflect circumstances that apply to a specific client account. The fee schedule, and any applicable terms and conditions, as it relates to a particular client is detailed in the client's investment management agreement.

### Employee-Direct Services:

Fees are billed quarterly in advance based on the market value of the account on the last day of the previous quarter. At the discretion of Advisor Financial Services, LLP, fees may be negotiable. The fee schedule for Employee-Direct Services is as follows:

Fees vary for each Employee-Direct program. The maximum fee charged is 0.50% annually and may be subject to a \$360 minimum charge.

Certain employer-sponsored retirement plans allow for employees to designate some or all of their account balance to a linked brokerage account (i.e. BrokerageLink®) to provide the employee additional investment options not available in the plan. If the employee elects for Advisor Financial to manage the brokerage portion of the account, the maximum fee charged will be billed at 0.35% annually.

Fees are considered past due if not received within 30 days of the due date. If fees are not received when due, Advisor Financial Services, LLP may terminate this agreement and thus terminate management of client's account.

### Private Account Services:

Fees are billed quarterly in advance based on the market value of the account on the last day of the previous quarter. At the discretion of Advisor Financial Services LLP, fees may be negotiable. The fee schedule for Private Account Services is as follows:

<b>Assets Under Management</b>	<b>Annual Fee</b>
First \$500,000	1% per year
Amount above \$500,000	.50% per year

Clients may, but are not required to, grant Advisor Financial the authority to debit advisory fees directly from the clients' accounts. If the client authorizes Advisor Financial to debit fees, Advisor Financial is deemed to have custody of the client's funds. Clients will receive a statement, usually monthly but no less than quarterly, directly from their account custodian. Advisor Financial urges clients to review the information on the statement for accuracy and

compare the information to any reports received directly from Advisor Financial. Please refer to Item 15 of this document for additional disclosures relating to Custody.

Other Fees:

All fees paid to Advisor Financial Services, LLP are separate and exclusive from fees and internal expenses charged by mutual funds, exchange-traded funds or plan administrators. Accounts may be subject to certain additional costs such as commissions, transaction fees, short-term redemption fees, sales charges, wire transfer fees, and other fees and taxes. While we attempt to limit such costs, we may determine the costs are reasonable and/or unavoidable based on all factors considered. Such fees and expenses are exclusive of and in addition to our fees. We do not receive any portion of these fees. Item 12 further discussed Advisor Financial's brokerage practices, including the process for selecting and recommending broker/dealers and determining the reasonableness of the commissions and other fees charged to the client.

Termination of Accounts:

Account management contracts may be terminated by either party for any reason upon receipt of 30 days prior written notification. If the contract is terminated prior to the end of a fee period, Advisor Financial shall be entitled to a fee, prorated through the last day of the month in which notice is given. Any unused portion of the fee will be returned to the client and any fee due will be invoiced.

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

Advisor Financial Services, LLP does not charge any performance-based fees.

## **Item 7 – Types of Clients**

Advisor Financial Services LLP provides portfolio management services to individuals, high net worth individuals, and corporate pension and profit sharing plans.

The minimum account size for new Private Account Services clients is \$50,000, although we reserve the right to waive this minimum investment at our discretion. There is no minimum for Employee-Direct Services.

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

Advisor Financial Services, LLP uses Strategic Asset Allocation Modeling based on fundamental analysis and concepts derived from Modern Portfolio Theory to construct diversified portfolios using a passive asset allocation strategy. We engage the services of LAMCO Advisory Services, Inc. to provide investment analysis and asset allocation recommendations for our client portfolios.

Modern Portfolio Theory says that it is not enough to look at the expected risk and return of one particular asset class. By investing in more than one asset class, an investor can reap the benefits of diversification, chief among them being a reduction in the riskiness of the portfolio. Modern Portfolio Theory quantifies the benefits of diversification, also known as “not putting all your eggs in one basket.” Advisor Financial’s investment philosophy is founded on the premise that solid science backed by decades of academic research offers one of the smartest approaches to investing.

Investing in securities involves risk of loss that clients should be prepared to bear. Advisor Financial uses its best judgment and good faith efforts in providing advisory services to clients. Advisor Financial cannot warrant or guarantee any particular level of account performance, or that an account will be profitable over time. Not every investment decision or recommendation made by Advisor Financial will be profitable. Investments in securities are subject to various market, currency, inflation, economic, political and business risks. Advisor Financial attempts to minimize these risks by recommending diversified portfolios constructed to meet the specific goals and objectives of clients. Past performance is no guarantee of future results.

#### **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Advisor Financial Services, LLP or the integrity of our management. We have no disciplinary events to disclose.

#### **Item 10 – Other Financial Industry Activities and Affiliations**

Advisor Financial Services, LLP referred individuals to LAMCO Advisory Services Inc., a registered investment adviser. Pursuant to a written agreement, we receive a fee from LAMCO for the referrals. Individuals referred to LAMCO are not clients of Advisor Financial Services, LLP. As discussed previously in Item 8 above, LAMCO also provides us with investment analysis and research we use in managing client portfolio.

The partners of Advisor Financial each own an interest in Advisor Risk Management Company (ARMCO), an independent insurance company registered in the State of Georgia. ARMCO offers life, long-term care and disability insurance, fixed-income annuities and other insurance products provided by a variety of insurance carriers. Each partner of Advisor Financial is an officer of ARMCO. Officers and employees of Advisor Financial may refer clients to ARMCO if such services are necessary to meet the needs of the client. Officers of Advisor Financial receive fees or commissions based on the sale of insurance products. Clients are not required to purchase insurance products through ARMCO.

All principal executive officers are pilots for Delta Air Lines, Inc. Time spent on other business activity does not have a material effect on Advisor Financial’s operations.

## **Item 11 – Code of Ethics**

Advisor Financial Services, LLP has adopted a Code of Ethics pursuant to Rule 204A-1 of the Investment Advisers Act of 1940. The Code of Ethics sets a standard of professional conduct, requires certain restrictions on personal trading practices, addresses the proper handling of material non-public information and safeguarding of sensitive information, and requires regular reporting of securities transactions and holdings.

Advisor Financial and its employees may purchase or sell the same securities in their personal accounts as they recommend for their clients. Advisor Financial generally offers advice to clients concerning only mutual funds and exchange-traded funds; however, employees of Advisor Financial may purchase, sell, or otherwise acquire other types of securities, therefore limiting the opportunity for conflicts of interest to arise.

If employees invest in the same model as clients, the model changes are executed and implemented in employee portfolios at or around the same time as client portfolios. All transactions executed on the same day are executed at the average price of all transactions for that day to ensure that employees are not receiving any preferential treatment.

In order to detect any conflicts of interest with regard to personal trading by employees, Advisor Financial requires all Access Persons to submit personal securities holdings reports within 10 days of becoming an Access Person and annually thereafter, and personal securities transaction reports within 30 days of the end of each calendar quarter. Employee trading is continually monitored by the Chief Compliance Officer to reasonably prevent conflicts of interest between our clients and us. A copy of the complete Code of Ethics may be obtained by written request to Gary Krasnov, Chief Compliance Officer.

## **Item 12 – Brokerage Practices**

Advisor Financial Services, LLP does not receive any proprietary or third-party research in connection with any soft dollar arrangements. All research is paid for with hard dollars.

For Employee-Direct clients, all transactions are required to be executed through broker selected by the plan. We have no authority or ability to direct trades to any other broker.

For Private Account Services and BrokerageLink® clients, we execute all trades through Fidelity, the broker that also acts as custodian for the client's accounts. This is commonly referred to as directed brokerage. Not all advisers require their clients to direct brokerage. By directing brokerage, clients may not receive the most favorable execution and it may result in higher costs to the client. We are not affiliated with Fidelity. We utilize Fidelity's institutional platform to facilitate trading, client service, record-keeping and account management. We also prefer Fidelity because of their availability of no-load mutual funds, electronic trading, daily transaction downloads and familiarity of our staff with their operational procedures.



In consideration of all services provided by Fidelity, we believe Fidelity is providing overall execution quality consistent with our duty to seek best execution for our clients. We regularly assess the services provided by Fidelity to determine that commissions are reasonable and consistent with their ability to provide professional services, competitive commission rates, research and other services, which will help us in providing investment advisory services to our clients. Lower commission rates may be available elsewhere; however, we feel the overall quality of Fidelity's services benefits the client.

Advisor Financial uses the trading module available through Fidelity's Wealth Central platform. Wealth Central has tools available to assist Advisor Financial in generating trade information when investing or rebalancing client portfolios. When executing trades across a large number of accounts, equity trades will be aggregated. Each account will receive the average execution price. Because Advisor Financial primarily invests client portfolios in mutual funds, with limited exposure to exchange-traded funds, Advisor Financial does not believe any clients or groups of clients will be disadvantaged by this practice.

### **Item 13 – Review of Accounts**

Client accounts are reviewed after initial client account set up, after any subsequent account updates made due to investment model changes and at year-end. The following persons are responsible for ensuring accounts are invested according to the selected model:

1. Carl A. Youngdale, Managing Partner
2. Jeffrey A. Baumert, Chief Investment Officer
3. Gary J. Krasnov, Chief Compliance Officer
4. Jill L. Pivato, Client Services Manager
5. Rick Oldham, Lead Advisor
6. Earl Williams, Advisor
7. Greta L. Dotson, Client Administrator
8. Gretchen M. Shields, Client Administrator

Clients receive account statements and trade confirmations from the custodian of their account no less frequently than quarterly. Private Account Service clients may request additional quarterly reports from us including holdings, market values and performance for the period.

### **Item 14 – Client Referrals and Other Compensation**

Advisor Financial receives or has access to discounted research materials or other services from broker-dealers and/or third-party providers in exchange for utilizing the brokerage and custodial services of Fidelity Investments. Fidelity provides free industry information that does not qualify as research, such as newsletter or other publications pertaining to compliance, marketing, practice management, etc. In addition, custodians may sponsor events, such as workshops or conferences, at reduced cost or no cost. These benefits are not provided on the basis of client

transactions. Under no circumstances do any clients pay additional fees in order for us to obtain these products or services.

### **Item 15 – Custody**

Advisor Financial Services, LLP is deemed to have custody of client funds because investment advisory fees are directly debited from client accounts. Debiting of fees is done pursuant to authorization provided by each client. Usually monthly but no less frequently than quarterly, clients will receive account statements directly from their account custodian.

Custodial statements include account holdings, market values and any activity that occurred during the period, including the deduction of investment advisory fees. We urge clients to compare information contained in reports provided by us with the account statements you receive directly from the custodian. Differences in portfolio value may occur due to various factors, including but not limited to: (1) unsettled trades; (2) accrued income; (3) pricing of securities; and (4) dividends earned but not received.

### **Item 16 – Investment Discretion**

Advisor Financial Services, LLP is granted discretionary authority from the client at the outset of an advisory relationship. This authority is stated in the investment advisory agreement. We have the discretionary authority to buy and sell securities and to determine the dollar or share amounts to trade without obtaining specific client consent. Investment discretion is limited only by specific instructions, guidelines and/or mandates provided by clients in writing and to which Advisor Financial agrees.

### **Item 17 – Voting Client Securities**

Advisor Financial Services, LLP does not have any authority to vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in their portfolios. Furthermore, we will not act on the client's behalf with regard to any bankruptcy proceedings, class action lawsuits or other corporate actions with respect to any securities held in the portfolios. Clients will receive all issuer communications directly from their account custodian.

### **Item 18 – Financial Information**

Registered investment advisers are required to provide you with certain financial information or disclosures about their financial condition. Advisor Financial Services, LLP has no financial commitments that impair its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of any bankruptcy proceedings.