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**FORM ADV PART 2A.
BROCHURE**

This brochure provides information about the qualifications and business practices of Altfest Personal Wealth Management. If you have any questions about the contents of this brochure, please contact us at 212-406-0850. 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.

Additional information about Altfest Personal Wealth Management is also available on the SEC's website at adviserinfo.sec.gov. The searchable IARD/CRD number for Altfest Personal Wealth Management is 18320.

Altfest Personal Wealth Management is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

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Advisory Business

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Altfest Personal Wealth Management's registration was granted by the U.S. Securities and Exchange Commission on February 2, 1983. Lewis Jay Altfest (CRD Number 4029) is President of the firm. Mr. Altfest owns one hundred (100%) percent of the equity of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm or intermediaries, which have any ownership interest in the firm. As of December 31, 2010, the firm managed, on a discretionary basis, \$680,286,000, which represented 1,676 accounts and managed on a nondiscretionary basis \$6,132,000 which represented 67 accounts. Client assets are managed on an individualized basis. Clients may impose restrictions on their accounts. The firm does not sponsor any wrap programs. The firm, on an infrequent basis, effects crosses trades in bonds.

Fees and Compensation

ADV Part 2A, Item 5

For investment management clients who have established an investment advisory relationship with firm on or prior to February 13, 2009, our fees are based on client assets as follows:

- 1% on the first \$1,000,000 annually
- 3/4 of 1% on amounts between \$1,000,001 and \$2,000,000
- 1/2 of 1% on amounts over \$2,000,000

For investment management clients who have established an investment advisory relationship with firm after February 13, 2009, our fees are based on client assets as follows:

- 1% on the first \$2,000,000 annually
- 3/4 of 1% on amounts between \$2,000,001 and \$5,000,000
- 1/2 of 1% on amounts over \$5,000,000

Fees are billed quarterly at one-quarter (1/4) of the above annual rate, payable at the beginning of each quarter. Contracts may be cancelled in writing any time and a pro-rata refund will be made of any unearned or unapplied fees. Firm has a minimum account size of \$1,000,000.00. Clients may negotiate fees. Deposits of \$50,000.00 or more received after quarterly fees are charged pay a rate in accordance with the Firm's stated advisory fee schedule on the subsequent quarter's statement. Withdrawals of \$50,000.00 or more during a quarter are credited to the next quarter's fees. Advisory agreements contain a five (5) day penalty-free right of rescission. Advisory agreements also contain an eleven (11) month minimum commitment.

For investment management clients who elect to have assets managed and reported on through account aggregation software, the maximum fee will be 1%/annum.

The method of compensation generally arises from portfolio reviews or investment advice at a fixed

point in time or other forms of investment and or financial advice that is rendered, as opposed to continuing management of portfolios. Our fee charged currently is \$400 per hour. If the client requests specific investment recommendations, there is a minimum fee of \$2,000. Typically the client pays 50% of the projected fee before service commences and 50% when the recommendations are presented. Services may be terminated at any time and the client billed only for the hours worked to that point.

Regarding mutual funds: these funds pay advisory fees to their investment advisors (“portfolio managers”). Therefore, Firm’s clients pay advisory fees for the management of mutual fund assets: directly to the Firm and another indirectly to the portfolio managers of the mutual funds held in client’s accounts.

Performance-Based Fees and Side-By-Side Management

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None.

Types of Clients

Form ADV Part 2A, Item 7

Individuals, pension plans, profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities.

Methods of Analysis, Investment Strategies and Risk of Loss

Form ADV Part 2A, Item 8

Methods of securities analysis would be fundamental and cyclical.

Investment strategies would be long term purchases and short term purchases.

Disciplinary Information

Form ADV Part 2A, Item 9

None.

Other Financial Industry Activities and Affiliations

Form ADV Part 2A, Item 10

None.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Form ADV Part 2A, Item 11

The firm has adopted a written Code of Ethics in compliance with SEC rule 204A-1. The code sets forth standards of conduct and required compliance with federal securities laws. Our code also addresses personal trading and requires our personnel to report their personal securities holdings and transactions to the Chief Compliance Officer of the firm. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

Firm or a related person thereof may buy or sell for itself, himself or herself securities that are also recommended to clients. Full disclosure would be made of any conflict of interest situation.

Brokerage Practices

Review of Accounts

Form ADV Part 2A, Item 13

With respect to investment supervisory service activity, ongoing and continuous monitoring of client portfolios shall be undertaken. Ongoing reviews to ensure portfolios are aligned with targets established for a client shall be conducted by various professionals at the firm assigned to individual clients. Portfolio rebalancing software is also utilized towards this end.

Investment selection/elimination is made by the firm's investment committee.

With respect to advisory clients who have received a financial plan, in many cases an annual review shall be encouraged. Such review is typically provided by Lewis Altfest, Paul Palazzo or a senior member of the staff.

Performance reports are sent to fee paying clients quarterly. Performance is also reviewed in client meetings.

Client Referrals and Other Compensation

Form ADV Part 2A, Item 14

Advisor may receive client referrals from TD AMERITRADE through its participation in TD AMERITRADE AdvisorDirect (the “referral program”). In addition to meeting the minimum eligibility criteria for participation in AdvisorDirect, Advisor may have been selected to participate in AdvisorDirect based on the amount and profitability to TD AMERITRADE of the assets in, and trades placed for, client accounts maintained with TD AMERITRADE. TD AMERITRADE is a discount broker-dealer independent of and unaffiliated with Advisor and there is no employee or agency relationship between them. TD AMERITRADE has established the referral program as a means of referring its brokerage customers and other investors seeking fee-based personal investment management services or financial planning services to independent investment advisors. TD AMERITRADE does not supervise Advisor and has no responsibility for Advisor’s management of client portfolios or Advisor’s other advice or services. Advisor pays TD AMERITRADE an on-going fee for each successful client referral. This fee is usually a percentage (not to exceed 25%) of the advisory fee that the client pays to Advisor (“Solicitation Fee”). Advisor will also pay TD AMERITRADE the Solicitation Fee on any advisory fees received by Advisor from any of a referred client’s family members, including a spouse, child or any other immediate family member who resides with the referred client and hired Advisor on the recommendation of such referred client. Advisor will not charge clients referred through AdvisorDirect any fees or costs higher than its standard fee schedule offered to its clients or otherwise pass Solicitation Fees paid to TD AMERITRADE to its clients. For information regarding additional or other fees paid directly or indirectly to TD AMERITRADE, please refer to the TD AMERITRADE AdvisorDirect Disclosure and Acknowledgement Form.

Advisor’s participation in AdvisorDirect raises potential conflicts of interest. TD AMERITRADE will most likely refer clients through AdvisorDirect to investment advisors that encourage their clients to custody their assets at TD AMERITRADE and whose client accounts are profitable to TD AMERITRADE. Consequently, in order to obtain client referrals from TD AMERITRADE, Advisor may have an incentive to recommend to clients that the assets under management by Advisor be held in custody with TD AMERITRADE and to place transactions for client accounts with TD AMERITRADE. In addition, Advisor has agreed not to solicit clients referred to it through AdvisorDirect to transfer their accounts from TD AMERITRADE or to establish brokerage or custody accounts at other custodians, except when its fiduciary duties require doing so. Advisor’s participation in AdvisorDirect does not diminish its duty to seek best execution of trades for client accounts.

Custody

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None.

Investment Discretion

Form ADV Part 2A, Item 16

Firm has limited discretionary authority provided to it by advisory clients through the signing of a "Limited Power of Attorney".

Voting Client Securities

Form ADV Part 2A, Item 17

The general policy of the firm is to not vote proxy statements on behalf of clients.

Financial Information

Form ADV Part 2A, Item 18

The firm does not receive fees more than six months in advance.

Requirements for State-Registered Advisers

Form ADV Part 2A, Item 19

Not applicable.

Additional Information

None