

O'BRIEN GREENE & CO.

i n v e s t m e n t a d v i s o r s

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Form ADV Part 2A

Client Brochure

March 30, 2017

This brochure provides information about the qualifications and business practices of O'Brien Greene & Co., Inc., a registered investment adviser. Registration does not imply a certain level of skill or training, but only indicates that O'Brien Greene & Co. has registered its business with state and federal regulatory authorities, including the United States Securities and Exchange Commission (SEC file number 801-5866). 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.

If you have any questions about the contents of this brochure, please contact us at: 610-891-7880, or by email at: mobrien@obriengreene.com

Additional information about O'Brien Greene & Co. is also available on the SEC's website at www.adviserinfo.sec.gov

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Material Changes

Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since March 31, 2016

No material changes.

Full Brochure Available

If you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 610-891-7880 or by email at mobrien@obriengreene.com.

Advisory Business

Mark O'Brien purchased the firm Greene Associates, Inc. from G. Davis Greene in 1987, and changed the name of the firm to O'Brien Greene & Co., Inc. He has served as president of the firm since that time.

The firm's only product is independent investment advice, for which it receives a fee based on percentage of assets under management. The firm does not sell stocks, bonds or other financial assets, and does not receive commission on the purchases or sales of securities. One of the firm's registered persons received her Certified Financial Planner (C.F.P.) designation in 2006. She offers financial planning advice to existing advisory clients for no additional fee.

The firm has a general practice and is a balanced manager of large-capitalization stocks and investment-grade bonds. The firm has special experience in bonds and small-capitalization stocks. The firm has a broad mix of clients, including insurance companies, trusts, charities, endowments, retirement plans and individuals.

The firm works with each client to define investment objectives which become the goals for future investment recommendations and decisions. Each account is individually reviewed and managed. In a quarterly review, clients receive a letter along with a detailed portfolio appraisal and performance report.

The firm does not participate in wrap-fee programs.

The firm manages \$257,367,378 in assets. \$229,191,378 is managed on a discretionary basis. \$28,176,000 is managed on a non-discretionary basis.

Fees and Compensation

The firm negotiates fees on an individual basis for advisory services. The annual fee, which is based on a percentage of assets under management, is billed quarterly in advance. Clients may elect to have fees deducted directly from their assets or to be billed separately.

The basic fee schedule is as follows:

- 0.85% for the first \$500,000
- 0.75% for the next \$1,000,000
- 0.50% for the next \$2,500,000
- 0.40% thereafter
- Minimum fee \$2,125

Fees will vary from the norm based upon such factors as the nature of assets, the amount of time required servicing the account, required meeting schedules, amount of communication required by clients, age of client and tax cost of securities, and newness of account relationship.

The firm has a program for the young adult children of clients. For this program there is no minimum account balance. The fee for the first year is \$250. Thereafter: 0.95% of assets. There is also a program for young professionals. The fee is 0.85% on assets.

The firm provides 401K consulting services for a fixed or hourly fee, depending on the scope of the project.

The firm does not hold any client assets. Clients choose a bank or brokerage to hold their assets. Trades are then done through the selected institution.

Clients are free to terminate the relationship at any time. The quarterly fees will be refunded on a prorated basis.

The firm does not accept compensation for the sale of securities or other investment products.

Performance-Based Fees and Side-By-Side Management

One of the clients pays a performance-based fee in accordance with the provisions set down in the Investment Advisor's Act of 1940, Section 275.205-39(1). This one client who pays a performance fee is permitted to do so under the "sophisticated investor exemption". The client is a partnership wherein all the individual partners qualify as sophisticated investors by meeting the alternative tests of (1) having net worth of \$2 million or (2) having \$1,000,000 already under the management of the firm. With this one client, the performance fee amounts to 10% of the profits as averaged over a period of not less than one year. The calculation of profit is done on a cumulative basis, meaning that any loss of capital from the previous year's ending value must be made up before any fee can be paid for the current year.

The firm's supervised persons manage both the performance-based partnership fund and the other accounts that are charged an asset-based fee. The firm does not have the discretion to place client assets into the performance-based partnership fund. Any incentive the supervised persons would appear to have in directing assets to the performance based accounts, is eliminated by the fact that only certain clients meet the strict requirements described in the documents of the performance-based partnership fund. Those qualified clients must make the determination, and then sign the documents to join the partnership. Once clients join the partnership, they have the option of withdrawing their assets at the end of any calendar year.

Types of Clients

The firm provides investment advice to individuals, banks, corporations, pension and profit sharing plans, trusts, estates and charitable organizations.

The minimum portfolio size is \$500,000. Certain family groups may have individual portfolios less than this, but whose total size equals at least \$500,000.

The firm has programs for the young adult children of clients and for young professionals. There is no minimum portfolio size for these clients.

The firm provides 401K consulting services to corporate sponsors of retirement plans.

Methods of Analysis, Investment Strategies and Risk of Loss

The firm uses fundamental and technical analysis in evaluating securities.

The firm takes positive steps to reduce short and long-term risk by buying securities with low volatility. We favor asset-rich, value based companies that offer growth at a reasonable price. We have below-average turnover which keeps commission costs low. We educate our clients to the advantages of buying high quality securities and holding them through short-term market gyrations. We believe that if high quality stocks can be maintained over the long-term, dislocations from bad timing of purchases and sales can be minimized. We don't purchase high-risk securities, but occasionally, due to unusual market events, we find ourselves holding securities which have become high-risk. In these cases, we take action to reduce the risk.

Disciplinary Information

There are no legal or disciplinary events to report.

Other Financial Industry Activities and Affiliations

No managers at the firm are registered, or have applied to register as a broker-dealer or a registered representative of a broker-dealer. No managers at the firm are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

The firm is general partner to the O'Brien Greene Small-Capitalization Stock Fund, L. P. Mark O'Brien, president of O'Brien Greene is a limited partner in this fund. This fund invests in small-capitalization stocks listed on major US exchanges. Clients that meet the sophisticated investor test of the Investment Advisor's Act of 1940 (the tests are itemized above on page 6) may elect to invest in the partnership. 28 clients have elected to do so. The purpose of the partnership fund is to give clients who so choose (that is, clients must sign the partnership document beforehand and are not "put" in the partnership without their prior explicit permission) limited exposure to small-capitalization stocks through a diversified pool of holdings.

The firm does not recommend or select other advisors for clients.

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

The firm's Code of Ethics consists of four parts: general standards of conduct, personal securities transaction policy, insider trading policy, and the policy on giving and receiving gifts. A full description of the Code of Ethics is available on request to clients and prospective clients.

The firm's Code of Ethics Policy allows employees to maintain personal securities accounts provided any personal investing by an employee, including any accounts for immediate family or household members, is consistent with our fiduciary duty to our clients and consistent with regulatory requirements. Each employee must identify any personal investment account, and report all reportable transactions and investment activity on at least a quarterly basis to the firm's Compliance Officer.

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Brokerage Practices

The choice of a custodian is the client's. When the custodian is a brokerage, trades are generally done through that brokerage, but the firm can elect to do trades through outside brokers when it is the best interest of the client. When the custodian is a bank custodian, the firm recommends a broker on the basis of commission, execution ability and service. The firm may recommend a broker whose commission levels may not be the lowest if we believe it is in the client's interest to do so because of efficient settlement and execution, market insight and specific investment recommendations. The firm does not receive any compensation from the brokerages it recommends.

The firm advises clients that clients directing brokerage to a particular broker may be charged higher commission rates than those clients who authorize the applicant to select the broker.

The firm has no bills paid through soft dollar arrangements that influence commission levels or the broker used on any occasion.

Review of Accounts

All accounts are under continuous review by the applicant's principal and by a securities analyst. The securities analyst focuses on specific securities and their industries. The portfolio manager focuses on the relationship between the security and the overall portfolio and the particular client's personal investment objectives. All managed portfolios are entered into and maintained in the applicant's portfolio management system. Portfolios are reconciled daily with the custodian. In the rare case where a daily data download is not available from a custodian, the portfolio is reconciled monthly with the custodian's statements. The system also cross-references all securities, listing holders of each. This facilitates continuous review both by portfolio and by individual security.

Clients may request a review meeting at any time.

The firm sends each client a written quarterly appraisal of his portfolio. This appraisal lists each security by category, showing amount held, cost basis, market value, income, yield, and proportion of account assets. A letter is prepared which accompanies these appraisals. The letter summarizes recent changes, measures performance, and compares this with the stock market indices, and provides an economic review and market outlook.

Client Referrals and Other Compensation

The firm has no arrangements, oral or in writing, where it receives some economic benefit from a non-client in connection with giving advice to clients. The firm does not directly or indirectly compensate any person for client referrals.

Custody

Each client receives monthly account statements from a qualified custodian. Clients should carefully review those statements. Each client receives a quarterly appraisal from O'Brien Greene. The firm reconciles in-house appraisals with the custodian statements on each business day. The firm encourages clients to compare the statements they receive from O'Brien Greene and the statements they receive from the custodian.

As general partner of The O'Brien Greene Small Cap Fund LP, the firm is deemed to have custody of the partnership assets. The firm will comply with the custody rule by having a full audit of the partnership conducted by an independent accounting firm.

Investment Discretion

O'Brien Greene accepts discretionary authority to manage securities accounts on behalf of clients. The firm requests clients to sign and maintain copies of limited power of attorney/trading authorization at the custodian of securities, whether the custodian is a bank or brokerage.

Some clients request prior notice before executing trades. In regard to these clients, the firm will on occasion execute trades without prior notification when the client is not available. In these instances, the firm will follow-up with a letter, e-mail, or phone call to the client. The philosophy of the firm is to keep clients informed of what they own and why at all times, even though the firm has limited power of attorney at the custodian.

Voting Client Securities

The firm will accept authority to vote client securities. In the absence of specific voting guidelines from the client, the firm will vote proxies in the best interest of each particular client.

The firm will identify any conflicts that exist between its own interests and the interests of a client, by reviewing the relationship of the firm and its employees with the issuer of each security. If a material conflict exists, the firm will disclose the conflict to the affected client, and the client will be given the opportunity to vote the proxy.

All voting records and relevant notes pertaining to voting decisions are stored for five years, and are available to clients on request.

Clients may obtain a copy of the firm's policies and procedures on voting proxies at any time by contacting the office.

When clients elect to vote their proxies, they receive the proxies directly from the custodian. Clients are welcome to contact the firm to request advice on a particular issue.

Financial Information

The firm does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, and so is not required to attach a balance sheet.