

ITEM 1 COVER PAGE

Private Ocean, LLC
SEC File Number: 801-20857

ADV Part 2A, Firm Brochure

Dated June 6, 2018

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This Brochure provides information about the qualifications and business practices of Private Ocean, LLC ("Private Ocean"). If you have any questions about the contents of this Brochure, please contact us by telephone at 415.526.2900. The information in this Brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority.

Additional information about Private Ocean, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

References herein to Private Ocean as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

ITEM 2 MATERIAL CHANGES

There have been no material changes made to Private Ocean's disclosure statement since last year's Annual Amendment filing on January 31, 2018. However, Private Ocean has made additions, deletions, and enhancements including disclosure regarding advisory fees and fee dispersion at Items 5 and 7 below

Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client has about this Firm Brochure.

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ITEM 4 ADVISORY BUSINESS

A. Private Ocean is a limited liability company formed in May 2009 in the State of California. Private Ocean became registered as an Investment Adviser Firm with the SEC in January 1983 (as Salient Financial Corp.). Private Ocean is principally owned by Wealth Management Advisors, Inc. Gregory H. Friedman, who is Private Ocean's President and Chief Executive Officer, is the owner of Wealth Management Advisors, Inc.

B. As discussed below, Private Ocean offers discretionary and/or non-discretionary investment advisory services to its clients, and, to the extent specifically requested by a client, financial planning and related consulting services. Private Ocean's clients include: individuals, high net worth individuals, pensions and profit sharing plans, and charitable organizations.

INVESTMENT ADVISORY SERVICES

Through its financial planning process and subsequent client consultations, Private Ocean and its clients agree upon investment objectives, guidelines and an asset allocation strategy based upon the client's financial condition, investment experience, time horizon, risk tolerance level, income requirements and other factors. After setting those parameters, Private Ocean offers discretionary and non-discretionary investment advisory services on a negotiable fee basis.

Private Ocean's investment advisory services generally include:

- Gathering information to determine client investment profile, such as: goals (financial and psychological), personal financial information (age, income, expenses, net worth, etc.), investment objectives (income, growth, liquidity, tax deferral, etc.), investment horizon, and risk tolerance.
- Establishing an investment policy covering cash needs, asset allocation, dividend policy (cash or reinvest), and alternative investments. In the process, Private Ocean may adjust its investment policy with consideration to the client's securities that are not under Private Ocean's management.
- Selection and acquisition of mutual funds, separate accounts and other investment vehicles that are suitable in light of client investment profile and investment policy.

MISCELLANEOUS DISCLOSURES

Limitations of Financial Planning and Non-Investment Consulting/Implementation Services. To the extent requested by the client, Private Ocean will generally provide financial planning and related consulting services regarding non-investment related matters, such as tax planning, insurance, etc. Private Ocean will generally provide such consulting services inclusive of its advisory fee set forth at Item 5 below (exceptions may occur based upon assets under management, special projects, etc. for which Private Ocean may charge a separate fee). If engaged to do so, Private Ocean may also provide financial planning services on a stand-alone separate negotiated fee basis per the terms and conditions of a separate written agreement. Please Note: Private Ocean does not serve as an attorney, accountant or insurance agent, and no portion of our services should be construed as legal, accounting or insurance services. Accordingly, Private Ocean does not prepare legal documents or tax returns, nor does it sell insurance products. To the extent requested by a client, we may recommend the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance, etc.). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from Private Ocean and/or its representatives. Please Also Note: If the client engages any recommended unaffiliated professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional.

Non-Discretionary Service Limitations. Clients that determine to engage Private Ocean on a non-discretionary investment advisory basis must be willing to accept that Private Ocean cannot effect any account transactions without obtaining prior consent to such transaction(s) from the client. Thus, in the event that Private Ocean would like to make a transaction for a client's account (including in the event of an individual holding or general market correction), and the client is unavailable, Private Ocean will be unable to effect the account transaction(s) (as it would for its discretionary clients) without first obtaining the client's consent.

Retirement Plan Rollovers-No Obligation/Conflict of Interest. A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If Private Ocean recommends that a client roll over their retirement plan assets into an account to be managed by Private Ocean, such a recommendation creates a conflict of interest if Private Ocean will earn an advisory fee on the rolled over assets. No client is under any obligation to roll over

retirement plan assets to an account managed by Private Ocean. Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above.

ERISA / IRC Fiduciary Acknowledgment. If the client is: (i) a retirement plan ("Plan") organized under ERISA; (ii) a participant or beneficiary of a Plan subject to Title I of ERISA or described in section 4975(e)(1)(A) of the Internal Revenue Code, with authority to direct the investment of assets in his or her Plan account or to take a distribution; (iii) the beneficial owner of an IRA acting on behalf of the IRA; or (iv) a Retail Fiduciary with respect to a plan subject to Title I of ERISA or described in section 4975(e)(1)(A) of the Internal Revenue Code: then Private Ocean represents that it and its representatives are fiduciaries under ERISA or the Internal Revenue Code, or both, with respect to any investment advice provided by Private Ocean or its representatives or with respect to any investment recommendations regarding an ERISA Plan or participant or beneficiary account.

Use of Mutual Funds: While Private Ocean may recommend allocating investment assets to mutual funds that are not available directly to the public, Private Ocean may also recommend that clients allocate investment assets to publically-available mutual funds that the client could obtain without engaging Private Ocean as an investment adviser. However, if a client or prospective client determines to allocate investment assets to publically-available mutual funds without engaging Private Ocean as an investment adviser, the client or prospective client would not receive the benefit of Private Ocean's initial and ongoing investment advisory services. Other mutual funds, such as those issued by Dimensional Fund Advisors ("DFA"), are generally only available through registered investment advisers. Private Ocean may allocate client investment assets to DFA mutual funds. Therefore, upon the termination of Private Ocean's services to a client, restrictions regarding transferability and/or additional purchases of, or reallocation among DFA funds will apply. **Please Also Note:** In addition to Private Ocean's investment advisory fee described below, and transaction and/or custodial fees discussed below, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses). Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above.

Custodian Charges-Additional Fees: As discussed below at Item 12 below, when requested to recommend a broker-dealer/custodian for client accounts, Private Ocean generally recommends that Schwab and/or Fidelity serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as Schwab and Fidelity charge transaction fees for effecting securities transactions. In addition to Private Ocean's investment advisory fee referenced in Item 5 below, the client will also incur transaction fees to purchase securities for the client's account (i.e., mutual funds and exchange traded funds purchased by Private Ocean for the client's account, and/or individual equity and fixed income securities that

may be purchased by Independent Managers-see *below*). **ANY QUESTIONS: Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above.**

ERISA PLAN and 401(k) INDIVIDUAL ENGAGEMENTS:

- **Trustee Directed Plans.** Private Ocean may be engaged to provide investment advisory services to ERISA retirement plans, whereby the Firm shall manage Plan assets consistent with the investment objective designated by the Plan trustees. In such engagements, Private Ocean will serve as an investment fiduciary as that term is defined under The Employee Retirement Income Security Act of 1974 ("ERISA"). Private Ocean will generally provide services on an "assets under management" fee basis per the terms and conditions of an *Investment Advisory Agreement* between the Plan and the Firm.
- **Participant Directed Retirement Plans.** Private Ocean may also provide investment advisory and consulting services to participant directed retirement plans per the terms and conditions of a *Retirement Plan Services Agreement* between Private Ocean and the plan. For such engagements, Private Ocean shall assist the Plan sponsor with the selection of an investment platform from which Plan participants shall make their respective investment choices (which may include investment strategies devised and managed by Private Ocean), and, to the extent engaged to do so, may also provide corresponding education to assist the participants with their decision making process.
- **Client Retirement Plan Assets.** If requested to do so, Private Ocean shall provide investment advisory services relative to the client's 401(k) plan assets. In such event, Private Ocean shall recommend that the client allocate the retirement account assets among the investment options available on the 401(k) platform. Private Ocean shall be limited to making recommendations regarding the allocation of the assets among the investment alternatives available through the plan. Private Ocean will not receive any communications from the plan sponsor or custodian, and it shall remain the client's exclusive obligation to notify Private Ocean of any changes in investment alternatives, restrictions, etc. pertaining to the retirement account.

Portfolio Activity. Private Ocean has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, Private Ocean will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when Private Ocean determines that changes to a client's portfolio are neither necessary nor prudent. Of course, as indicated below, there can be no assurance that investment decisions made by Private Ocean will be profitable or equal any specific performance level(s).

ByAllAccounts and eMoney. Private Ocean, in conjunction with the services provided by ByAllAccounts, Inc. and eMoney, may also provide periodic comprehensive reporting services which can incorporate all of the client's investment assets, including those investment assets that are not part of the assets managed by Private Ocean (the "Excluded Assets"). The client and/or their other advisors that maintain trading authority, and not Private Ocean, shall be exclusively responsible for the investment performance of the Excluded Assets. Unless otherwise specifically agreed to, in writing, Private Ocean's service relative to the Excluded Assets is limited to reporting only. The sole exception to the above shall be if Private Ocean is specifically engaged to monitor and/or allocate the assets within the client's 401(k) account maintained away at the custodian directed by the client's employer. As such, except with respect to the client's 401(k) account (if applicable), Private Ocean does not maintain any trading authority for the Excluded Assets. Rather, the client and/or the client's designated other investment professional(s) maintain supervision, monitoring and trading authority for the Excluded Assets. If Private Ocean were asked to make a recommendation as to any Excluded Assets, the client is under absolutely no obligation to accept the recommendation, and Private Ocean shall not be responsible for any implementation error (timing, trading, etc.) relative to the Excluded Assets. In the event the client desires that Private Ocean provide investment management services for the Excluded Assets, the client may engage Private Ocean to do so pursuant to the terms and conditions of the Investment Advisory Agreement between Private Ocean and the client.

Cash Positions. All cash positions (money markets, etc) may be included as part of assets under management for purposes of calculating Private Ocean's advisory fee. Please Further Note: When the account is holding cash positions, those cash positions will be subject to the same fee schedule as set forth below. Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above fee billing practice.

Independent Managers. Private Ocean may allocate (and/or recommend that the client allocate) a portion of a client's investment assets among unaffiliated independent investment managers ("Independent Manager(s)") in accordance with the client's designated investment objective(s). In such situations, the Independent Manager(s) shall have day-to-day responsibility for the active discretionary management of the allocated assets. Private Ocean generally considers the following factors when recommending Independent Manager(s): the client's designated investment objective(s), management style, performance, reputation, financial strength, reporting, pricing, and research. Private Ocean shall continue to render investment advisory services to the client relative to the ongoing monitoring and review of account performance, asset allocation and client investment objectives. The investment management fee charged by the Independent Manager(s) is separate from, and in addition to, Private Ocean's advisory fee as set forth in Item 5.

Please Note: Asset Based Pricing: Relative to Independent Manager engagements, Private Ocean, depending upon anticipated trading activity of the recommended Independent Manager, may recommend that its clients consider entering into an asset based pricing agreement with the account custodian. Under an asset based pricing arrangement, the amount that a client will pay the custodian for account commission/transaction fees is based upon a percentage (%) of the market value of your account, generally expressed in basis points. One basis point is equal to one one-hundredth of one percent (1/100th of 1%, or 0.01% (0.0001). This differs from transaction-based pricing, which assesses a separate commission/transaction fee against your account for each account transaction. Account investment decisions are driven by security selection and anticipated market conditions and not the amount of transaction fees payable by you to the account custodian. We do not receive any portion of the asset based transaction fees payable by you to the account custodian. We continue to believe that our clients can benefit from an asset based pricing arrangement. You can request at any time to switch from asset based pricing to transactions based pricing, However, there can be no assurance that the volume of transactions will be consistent from year-to-year given changes in market events and security selection. Thus, given the variances in trading volume, any decision by you to switch to transaction based pricing could prove to be economically disadvantageous. **ANY QUESTIONS Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above. See additional disclosure at Item 5 below**

Private Investment Funds. Private Ocean has not recommended that a client consider the purchase of a private investment fund for over ten years. However, a limited number of clients continue to retain legacy private fund investments. Private Ocean continues to monitor and report on these funds. With limited exception, the amount of assets invested in the funds continue to be included as part of "assets under management" for purposes of Private Ocean calculating its investment advisory fee.

Client Obligations. In performing its services, Private Ocean shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains the client's responsibility to promptly notify Private Ocean if there is ever any change in the client's financial situation or investment objectives for the purpose of reviewing, evaluating, or revising Private Ocean's previous recommendations and/or services.

Disclosure Statement. A copy of Private Ocean's written Brochure as set forth on Part 2 of Form ADV shall be provided to each client prior to, or contemporaneously with, the execution of the Investment Advisory Agreement or Financial Planning and Consulting Agreement.

C. Private Ocean will tailor its investment advisory services specific to the needs of each client, as discussed under Item 4B above. The client may impose reasonable restrictions upon Private Ocean's services at any time by providing the same in writing.

D. Private Ocean does not participate in a wrap fee program.

E. As of December 31, 2017, Private Ocean had \$1,576,344,142 in assets under management on a discretionary basis and \$15,648,889 in assets under management on a non-discretionary basis.

ITEM 5 FEES AND COMPENSATION

A. Private Ocean offers its services on a negotiable fee-only basis.

INVESTMENT ADVISORY FEES

If a client engages Private Ocean to provide discretionary and/or non-discretionary investment advisory services, the annual investment advisory fee will be generally based upon a percentage (%) of the market value and type of assets placed under Private Ocean's management (between 0.25% and 1.00%) as follows:

<u>Market Value of Portfolio</u>	<u>Annual Fee</u>
Initial \$2 million	1.00%
Next \$3 million	0.85%
Next \$5 million	0.55%
All additional amounts	0.25%

Private Ocean's annual investment advisory fee shall be prorated and paid quarterly in advance or arrears, based upon the market value of the assets on the last business day of the previous quarter. Clients may elect to have Private Ocean's advisory fees deducted from their custodial account. Both Private Ocean's Investment Advisory Agreement and the custodial/clearing agreement may authorize the custodian to debit the account for the amount of Private Ocean's investment advisory fee and to directly remit that management fee to Private Ocean in compliance with regulatory procedures. In the limited event that Private Ocean bills the client directly, payment is due upon receipt of Private Ocean's invoice.

INDEPENDENT MANAGER FEES

Separate account investment through Private Ocean can include three component costs: (1) Private Ocean's investment advisory fees (discussed above); (2) custodial fees; and (3) money management fees charged by the Independent Manager .

If the custodial fees are transaction-based, clients pay standard transaction fees to the custodian for each trade. If the custodial fees are asset-based, clients pay sliding scale custody and brokerage fees to the custodian. Private Ocean therefore works with the client to determine whether transaction-based or asset-based pricing is suitable for the client's account based on separate account provider, asset based fee schedules, account size, anticipated turnover, and other factors.

Independent Managers also charge management fees in addition to the above. Private Ocean primarily recommends separate account managers approved by Charles Schwab and Co., Inc. ("Schwab"), but periodically investigates other separate account managers to determine whether it could secure better qualitative pricing for its clients from other sources. In doing so, Private Ocean considers, among other factors: the full range and quality of the services offered, the execution capability, the rates charged, the manager's level of service, the manager's financial responsibility, and the manager's responsiveness to Private Ocean. .

FINANCIAL PLANNING AND CONSULTING FEES

Private Ocean may choose to offer individual financial consultations at a negotiable hourly rate of \$250 - \$350 per hour depending upon the level and scope of service(s) required and the professional rendering the service(s). Half of the estimated fee for this service is payable upon signing of a Financial Planning Agreement, and the other half upon completion of the consultation. If the client terminates the Financial Planning Agreement before the consultation is completed, Private Ocean will issue a prorated refund, deducting fees for time and expenses already incurred. This fee is no longer refundable upon completion of the consultation and/or presentation of written advice to the client.

B. Clients may elect to have Private Ocean's investment advisory fees deducted from their custodial account. Private Ocean's Investment Advisory Agreement and the custodial/ clearing agreement may authorize the custodian to debit the account for the amount of Private Ocean's investment advisory fee and to directly remit that management fee to Private Ocean in compliance with regulatory procedures. As indicated above, Private Ocean deducts fees and/or bill clients quarterly in advance or arrears, based upon the market value of the assets on the last business day of the previous quarter.

C As discussed below, unless the client directs otherwise or an individual client's circumstances require, Private Ocean generally recommends that Schwab and/or

Fidelity Investments (“Fidelity”) serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as Schwab and Fidelity charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). In addition to Private Ocean’s investment advisory fee, brokerage commissions and/or transaction fees, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses). Clients who purchase bonds purchased directly from an underwriter or on the secondary market may pay a sales credit or sales concession on the trade (in lieu of a sales commission) ranging from 0% - 2% of the par value of the bond. The client’s custodian may also impose a fee on the transaction as well.

D. As stated above, Private Ocean’s annual investment advisory fee will be prorated and paid quarterly, in advance and/or arrears, based upon the market value of the assets on the last business day of the previous quarter. The Investment Advisory Agreement between Private Ocean and the client will continue in effect until terminated by either party by written notice in accordance with the terms of that agreement. Upon termination, Private Ocean will either: refund the pro-rated portion of the advanced advisory fee paid based upon the number of days remaining in the billing quarter; or bill the client / debit the account for the pro-rated portion of the unpaid advisory fee based upon the number of days that services were provided during the billing quarter (as applicable).

E. Neither Private Ocean, nor its representatives accept compensation from the sale of securities or other investment products.

ITEM 6 PERFORMANCE –BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Neither Private Ocean, nor any of its supervised persons accept performance-based fees.

ITEM 7 TYPES OF CLIENTS

Private Ocean’s clients include: individuals, high net worth individuals, trusts and estates, pensions and profit sharing plans, charitable organizations, and other business entities. Private Ocean generally requires a minimum annual fee of \$20,000, and/or a minimum asset value of \$2,000,000. Therefore, if a client maintains less than \$2,000,000 in assets under Private Ocean’s management, and is subject to the \$20,000 annual minimum fee, the client will pay a higher percentage annual investment advisory fee than the 1.00% referenced in the above fee schedule. However, Private Ocean may, in its sole discretion, reduce the minimum annual investment advisory fee, minimum

asset level, reduce the annual investment advisory fee percentage, or enter into an alternative fee arrangement, based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, the amount of time necessary to manage the assets, related account values, account composition, negotiations with client, competition, etc.). **Please Note:** As result of the above, similarly situated clients could pay different fees. In addition, similar advisory services may be available from other investment advisers for similar or lower fees. **ANY QUESTIONS:** Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding advisory fees.

ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

A. Private Ocean relies on academic studies, including those conducted by Nobel prizewinners William Sharpe (Stanford University) and Eugene Fama (University of Chicago) and also Kenneth French (Dartmouth University), among others. Basing investment strategies primarily on research results, Private Ocean assembles equity portfolios that are globally diversified, and consist primarily of index or passive/structured funds. The equity component of a portfolio normally includes both value and growth stocks but has a value tilt, and contains small, mid, and large company stocks of both domestic and foreign issuers. The equity component of a portfolio also typically has a higher than global market capitalization allocation to small and micro-cap stocks (i.e., small tilt). Where a suitable index or passive fund is not available, Private Ocean selects an actively managed fund that has a competitive expense ratio and turnover rate, among other criteria. The fixed income component of a portfolio typically consists of taxable or municipal bond funds, which hold primarily short and intermediate-term securities. Bond funds may be passive or actively managed, but always have competitive price ratios and turnover rates, among other criteria.

Private Ocean performs thorough due diligence on all new and existing recommended funds, reviewing offering materials and documents, frequently contacting investment sponsors by telephone, and occasionally making field trips. Several members of the staff attend practice management seminars and annual meetings sponsored by Charles Schwab, Fidelity, Dimensional Fund Advisors, the Financial Planning Association and others at which macro-economic conditions, investment strategies, and specific investment products are discussed. Numerous investment, tax and financial planning publications are subscribed to as well as detailed information provided by product sponsors.

Private Ocean's Investment Committee meets no less frequently than bi-monthly. At such time, the performance (both absolute and relative to their index) of each preferred fund is reviewed, as well as any changes to the fund (e.g., change in fund flows or Morningstar rating) that would alert us to potential problems. Private Ocean aggregate

portfolio performance and volatility is also reviewed and compared to relevant indexes. Private Ocean also spends a portion of each committee meeting performing a “deep dive” due diligence review on an existing preferred fund.

B. Private Ocean may utilize the following methods of security analysis, when reviewing funds: Expenses, holdings, fundamental factor representation, parent organization, historical performance, diversification, strategy, investor base attributes, trading and transactional costs, tax management/efficiency, style and size consistency over time, sector concentrations, historical drawdowns, correlations to other preferred funds, and growth of assets under management.

Private Ocean may utilize both long-term (strategic) and short-term (tactical) strategies when implementing investment advice given to clients.

Investment Risk: Investing in securities involves risk of loss that clients should be prepared to bear. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by Private Ocean) will be profitable or equal any specific performance level(s). Investing in securities involves risk of loss that clients should be prepared to bear.

Private Ocean’s methods of analysis and investment strategies do not present any significant or unusual risks. However, every method of analysis has its own inherent risks. There can be no assurances that a forecasted change in market value will materialize into actionable and/or profitable investment opportunities.

Private Ocean’s primary investment strategies are strategic in nature. However, every investment strategy has its own inherent risks and limitations. For example, longer term strategic investment strategies require a longer investment time period to allow for the strategy to potentially develop. Shorter term (tactical) investment strategies require a shorter investment time period to potentially develop but, as a result of more frequent trading, may incur higher transactional costs when compared to a longer term investment strategy.

C. Currently, Private Ocean primarily allocates client investment assets among various mutual funds and/or exchange traded funds on a discretionary basis in accordance with the client’s designated investment objective(s).

ITEM 9 DISCIPLINARY INFORMATION

Private Ocean has not been the subject of any disciplinary action.

ITEM 10 OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

- A. Neither Private Ocean, nor its representatives, are registered or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.
- B. Neither Private Ocean, nor its representatives, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.
- C. Private Ocean has no other relationship or arrangement with a related person that is material to its advisory business.
- D. Private Ocean does not receive, directly or indirectly, compensation from investment advisors that it recommends or selects for its clients.

ITEM 11 CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

- A. Private Ocean maintains an investment policy relative to personal securities transactions. This investment policy is part of Private Ocean's overall Code of Ethics, which serves to establish a standard of business conduct for all of Private Ocean's Representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

In accordance with Section 204A of the Investment Advisers Act of 1940, Private Ocean also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by Private Ocean or any person associated with Private Ocean.

- B. Neither Private Ocean nor any related person of Private Ocean recommends, buys, or sells for client accounts, securities in which Private Ocean or any related person of Private Ocean has a material financial interest.
- C. Private Ocean and/or representatives of Private Ocean may buy or sell securities that are also recommended to clients. This practice may create a situation in which Private Ocean and/or representatives of Private Ocean are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. Practices such as "scalping" (i.e., a practice whereby the owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon the rise in the market price which follows the recommendation) could take place if Private Ocean did not have adequate policies in place to detect such

activities. In addition, this requirement can help detect insider trading, “front-running” (i.e., personal trades executed prior to those of Private Ocean’s clients) and other potentially abusive practices.

Private Ocean has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of Private Ocean “Access Persons”. Private Ocean’s securities transaction policy requires that an Access Person of Private Ocean must provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person’s current securities holdings at least quarterly, and once each twelve (12) month period thereafter on a date Private Ocean selects; provided, however that at any time that Private Ocean has only one Access Person, he or she shall not be required to submit any securities report described above.

D. Private Ocean and/or representatives of Private Ocean may buy or sell securities, at or around the same time as those securities are recommended to clients. This practice creates a situation in which Private Ocean and/or representatives of Private Ocean are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. As indicated above in Item 11 C, Private Ocean has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each of Private Ocean’s Access Persons.

ITEM 12 BROKERAGE PRACTICES

A. In the event that the client requests that Private Ocean recommend a broker-dealer/custodian for execution and/or custodial services (exclusive of those clients that may direct Private Ocean to use a specific broker-dealer/custodian), Private Ocean generally recommends that investment management accounts be maintained at Schwab’s Institutional Division or with Fidelity Investments (“Fidelity”). Both Schwab and Fidelity are registered broker-dealers and members of the Securities Investor Protection Corporation (“SIPC”). Before engaging Private Ocean to provide investment management services, the client will be required to enter into a formal Investment Advisory Agreement with Private Ocean setting forth the terms and conditions under which Private Ocean will manage the client’s assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that Private Ocean considers in recommending Schwab, Fidelity or any other broker-dealer/custodian to clients include historical relationship with Private Ocean, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by Private Ocean’s clients shall

comply with Private Ocean's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where Private Ocean determines, in good faith, that the commission/transaction fee is reasonable. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although Private Ocean will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, Private Ocean's investment advisory fee. Private Ocean's best execution responsibility is qualified if securities that it purchases for client accounts are mutual funds that trade at net asset value as determined at the daily market close.

1. Non-Soft Dollar Research and Additional Benefits. Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, Private Ocean receives from Schwab and/or Fidelity (or another broker-dealer/custodian, investment platform, unaffiliated investment manager, vendor, and/or product/fund sponsor) without cost (and/or at a discount) support services and/or products, certain of which assist Private Ocean to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by Private Ocean may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis travel and attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by Private Ocean in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that may be received may assist Private Ocean in managing and administering client accounts. Others do not directly provide such assistance, but rather assist Private Ocean to manage and further develop its business enterprise.

Private Ocean's clients do not pay more for investment transactions effected and/or assets maintained at Schwab as a result of this arrangement. There is no corresponding commitment made by Private Ocean to Schwab, Fidelity or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above arrangements and the corresponding conflicts of interest presented by such arrangements.

2. Private Ocean previously participated in Schwab Advisors Network referral program. See Item 14.A for details.
3. Directed Brokerage. Private Ocean does not generally accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and Private Ocean will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by Private Ocean. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.

Please Note: In the event that the client directs Private Ocean to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through Private Ocean. Higher transaction costs adversely impact account performance. Please Also Note: Transactions for directed accounts will generally be executed following the execution of portfolio transactions for non-directed accounts.

B. To the extent that Private Ocean provides investment management services to its clients, the transactions for each client account generally will be effected independently, unless Private Ocean decides to purchase or sell the same securities for several clients at approximately the same time. Private Ocean may (but is not obligated to) combine or "bunch" such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among Private Ocean's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. Private Ocean shall not receive any additional compensation or remuneration as a result of such aggregation.

ITEM 13 REVIEW OF ACCOUNTS

A. For those clients to whom Private Ocean provides investment supervisory services, account reviews are conducted on an ongoing basis by Private Ocean's Principals and/or representatives. In fact, Private Ocean's Principals or representatives generally attempts to conduct a meeting or conference call with each client at least once a year ("Annual Meeting"), and the client's account is formally reviewed in preparation of the Annual Meeting, if one is to occur. Private Ocean may decline the Annual Meeting if the client is unavailable or if Private Ocean, in its sole discretion, deems an annual meeting unnecessary. Accounts are also frequently reviewed on an informal basis in connection with deposits to or withdrawals from accounts, major market movements that we feel may affect our accounts, and in the course of unscheduled telephone conferences with clients.

All investment supervisory clients are advised that it remains their responsibility to advise Private Ocean of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with Private Ocean on an annual basis.

B. Private Ocean may conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.

C. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. Private Ocean may also provide access to an electronic report on its Private Ocean Client Portal summarizing account activity and performance. Further, reports on the Private Ocean Client Portal are accessible by clients on the Private Ocean web site. Such reports on the Private Ocean Client Portal generally show the amount originally invested, current value of investment assets, gains and losses relative to beginning values, and compounded rates of return for the portfolio.

Clients also receive Private Ocean Newsletter covering global asset class performance, special investment or financial planning topics, & administrative matters.

ITEM 14 CLIENT REFERRALS AND OTHER COMPENSATION

A. Private Ocean previously received client referrals from Schwab through its participation in Schwab Advisors Network ("the Service"). Private Ocean no longer receives client referrals from Schwab through the Service. The Service is designed to help investors find an independent investment advisor. Schwab is a broker-dealer

independent of and unaffiliated with Private Ocean. Schwab does not supervise Private Ocean and has no responsibility for Private Ocean management of clients' portfolios or Private Ocean's other advice or services. Private Ocean pays Schwab fees to receive client referrals through the Service. Private Ocean's participation in the Service creates conflicts of interest described below.

Even though Private Ocean no longer receives client referrals through the Service, Private Ocean continues to pay Schwab a Participation Fee on all referred clients' accounts that are maintained in custody at Schwab and a Non-Schwab Custody Fee on all accounts that are maintained at, or transferred to, another custodian and Private Ocean remains the investment advisor for the account. The Participation Fee paid by Private Ocean is either a percentage of the value of the assets in the client's account or a percentage of the investment management fees associated with the account. Private Ocean pays Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab. The Participation Fee is billed to Private Ocean quarterly and may be increased, decreased or waived by Schwab from time to time. The Participation Fee is paid by Private Ocean and not by the client. Private Ocean has agreed not to charge clients referred through the Service fees or costs greater than the fees or costs Private Ocean charges clients with similar portfolios who were not referred through the Service.

Private Ocean generally pays Schwab a Non-Schwab Custody Fee if custody of a referred client's account is not maintained by, or assets in the account are transferred from, Schwab. This fee does not apply if the client was solely responsible for the decision not to maintain custody at Schwab. The Non-Schwab Custody fee is a one-time payment equal to a percentage of the assets placed with a custodian other than Schwab. The Non-Schwab Custody Fee is higher than the Participation Fees Advisor generally would pay in a single year. Thus, Private Ocean will have an incentive to recommend that a referred client's accounts be held in custody at Schwab.

The Participation and Non-Schwab Custody Fees are based on assets in accounts of Private Ocean's clients who were referred by Schwab and those referred clients' family members living in the same household. Thus, Private Ocean has an incentive to encourage household members of clients referred by Schwab to maintain custody of their accounts and execute transactions at Schwab and to instruct Schwab to debit Private Ocean's fees directly from the accounts.

In addition, as referenced in Item 12.A above, Private Ocean may also receive economic benefits from Schwab and Fidelity, including support services and products without cost or at a discount. Private Ocean's clients do not pay more for investment transactions effected and/or assets maintained at Schwab or Fidelity as a result of these arrangements. There is no corresponding commitment made by Private Ocean to Schwab, Fidelity, or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a

result of the above arrangement. **Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above arrangements and the corresponding conflicts of interest presented by such arrangements.**

B. Except for Schwab legacy clients that were previously referred to Private Ocean through the Service as described in 14A above, neither Private Ocean, nor its related persons, directly or indirectly compensates any person for client referrals who is not a partner, a partner, officer, director or employee of Private Ocean.

ITEM 15 CUSTODY

Private Ocean shall have the ability to deduct its advisory fee from the client's custodial account on a quarterly basis. Clients are provided with written transaction confirmation notices, and a written summary account statement directly from the custodian (i.e., Schwab, Fidelity, etc.) at least quarterly. **Please Note:** To the extent that Private Ocean provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by Private Ocean with the account statements received from the account custodian. **Please Also Note:** The account custodian does not verify the accuracy of Private Ocean's advisory fee calculation.

In addition, certain clients have established asset transfer authorizations that permit the qualified custodian to rely upon instructions from Private Ocean to transfer client funds or securities to third parties. These arrangements are disclosed at Item 9 of Part 1 of Form ADV. However, in accordance with the guidance provided in the SEC's February 21, 2017 *Investment Adviser Association* No-Action Letter, the affected accounts are not subject to an annual surprise CPA examination. **ANY QUESTIONS: Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding custody-related issues.**

ITEM 16 INVESTMENT DISCRETION

The client can determine to engage Private Ocean to provide investment advisory services on a discretionary basis. Prior to Private Ocean assuming discretionary authority over a client's account, the client shall be required to execute an Investment Advisory Agreement, naming Private Ocean as the client's attorney and agent in fact, granting Private Ocean full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage Private Ocean on a discretionary basis may, at anytime, impose restrictions, in writing, on Private Ocean's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to

purchase securities with an inverse relationship to the market, limit or proscribe Private Ocean's use of margin, etc.).

ITEM 17 VOTING CLIENT SECURITIES

A. Private Ocean does not vote client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.

B. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact Private Ocean to discuss any questions they may have with a particular solicitation.

ITEM 18 FINANCIAL INFORMATION

A. Private Ocean does not solicit fees of more than \$1,200, per client, six months or more in advance.

B. Private Ocean is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.

C. Private Ocean has not been the subject of a bankruptcy petition.

ANY QUESTIONS: Private Ocean's Chief Compliance Officer, Justin Hult, remains available to address any questions that a client or prospective client may have regarding the above disclosures and arrangements.