

FIRST FINANCIAL ADVISORS, INC.

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Brochure/ADV Part 2A

This brochure provides information about the qualifications and business practices of First Financial Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at 913-338-1030. 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. First Financial Advisors, Inc. 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.

Additional information about First Financial Advisors, Inc. is available at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. The CRD number for First Financial Advisors is 114068.

MATERIAL CHANGES

This is our initial filing of what we regard as the “New Part 2” of our Form ADV. As a result, this document, dated February 23, 2011, is completely new. We developed this document in response to new requirements adopted and imposed on investment advisers by the Securities and Exchange Commission and state securities departments. As a result, this document is substantially different from our previous Form ADV Part II, and includes disclosures not specifically required by the previous Form ADV Part II.

This document should be considered materially new although you may recognize that some of the disclosures are similar to our previous Form ADV Part II. New disclosures in this document include those items previously not requested, such as:

- A discussion of our investment philosophy and investment strategy
- Disclosure of any disciplinary information
- Disclosure of material conflicts that may exist
- Disclosure of our policy on voting securities
- Disclosure of financial information concerning First Financial
- In addition, this new Form ADV Part 2A eliminates the check-the-box questions from pages one through six of the previous Form ADV Part II.

In future filings, this section of the Brochure will address only those “material changes” that have been incorporated since our last delivery or posting of this document on the SEC’s public disclosure website (IAPD) www.adviserinfo.sec.gov.

If you would like another copy of this Brochure, please download it from the SEC Website as indicated above or you may contact our Chief Compliance Officer, J. Victor Bodney at 913.338.1030 or vicbodney@yahoo.com.

We encourage you to read this document in its entirety.

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ADVISORY BUSINESS

This Disclosure document is being offered to you by First Financial Advisors, Inc. ("First Financial") in connection with the investment advisory services we provide. It discloses information about the services we provide and the manner in which we provide them to you, the client.

First Financial is a fee-based investment management firm located in Leawood, Kansas specializing in designing, implementing and managing investments for individuals and small businesses. The firm was established in 1994 and is 100% owned by J. Victor Bodney. First Financial is committed to helping its clients build, manage, and preserve their wealth, and to provide assistance in helping clients to achieve their stated financial goals.

First Financial offers discretionary investment management and investment supervisory services for a fee based on a percentage of each client's assets under management. These services include investment analysis, allocation of investments, quarterly portfolio statements and ongoing monitoring services for the portfolio(s).

First Financial determines your portfolio composition based on your needs, portfolio restrictions, if any, and your financial goals and risk tolerance. We will work with you to obtain necessary information regarding your financial condition, investment objectives, liquidity requirements, risk tolerance, time horizons, and any restrictions on investing. This enables us to determine the portfolio best suited for your investment objective and needs.

In performing our services, we are not required to verify any information received from you or from other professionals. If you request, we may recommend and/or engage the services of other professionals for implementation purposes. You are under no obligation to engage the services of any recommended professional.

We do not participate in wrap fee programs.

Once we have designed the types of investments to be included in your portfolio and allocated them, we will provide ongoing portfolio review and management services. This approach requires us to review your portfolio at least quarterly.

We will rebalance the portfolio(s), as we deem appropriate on a discretionary basis, to meet your financial objectives.

In all cases, you have a direct and beneficial interest in your securities rather than an undivided interest in a pool of securities. You will have the ability to leave standing

instructions with us to refrain from investing in particular industries or invest in limited amounts of securities.

Assets Under Management

As of December 31, 2010, First Financial managed \$43,630,000 in client assets on a discretionary basis. We do not manage any assets on a non-discretionary basis.

FEES AND COMPENSATION

First Financial charges clients fees as compensation for services associated with managing its accounts. These fees include investment advice, consulting services, trade entry and account maintenance activities.

Fees are based on an average percentage of assets in your account. The fees are applied to the account asset value on a pro-rated basis, billed quarterly in arrears. The initial fee will be based upon the date the account is accepted for management, by execution of the investment advisory agreement, and the assets are transferred through the last day of the current calendar quarter. Thereafter, the fee will cover the period from the first day of the calendar quarter through the last day of the calendar quarter. The fee charged will be based on the market value of the account on the last day of the previous calendar quarter.

The market value will be determined as reported by the Custodian. Fees are assessed on all assets under management, including securities, cash, accrued interest and money market balances.

Fees may vary based on the size of the account, complexity of the portfolio, extent of activity in the account or other reasons agreed upon by First Financial and you. Fees will generally follow the schedule of assets under management outlined below.

<u>Assets Under Management</u>	<u>Annual Fee</u>
\$50,000 - \$100,000	1.00%
\$100,001 - \$500,000	0.75%
\$500,001 and greater	0.50%

We deduct our fees through a direct debit to your account by the qualified custodian holding your funds and securities. Since the custodian does not verify the accuracy of the advisory fee calculation, you should verify the fee in your monthly custodial statement and contact us if you have questions about it.

In our discretion, we may add (aggregate) asset amounts in accounts from your same household together to determine the advisory fee for all your accounts. We may do this, for example, where we also service accounts on behalf of your minor children, individual and joint accounts for a spouse, and/or other types of related accounts. This consolidation practice is designed to allow you the benefit of an increased asset total, which could potentially cause your account(s) to be assessed a reduced advisory fee based on the asset levels available in our fee schedule.

Either First Financial or you may terminate the investment management agreement by written notice to the other party. First Financial will apply any fees due up to the date of termination and deduct them from your account. Upon termination, you are responsible for monitoring the securities in your account(s). From that time forward, First Financial, as investment adviser, will have no further obligation to act or advise you with respect to those assets.

First Financial does not charge redemption/exit fees or transaction fees for termination. However, the custodian may charge custodial fees, transaction fees, redemption fees or commissions. These fees are independent of First Financial's fees and should be disclosed by the custodian in the custodial opening documents.

Additional Fees and Expenses:

Fees paid to us for investment advisory services are separate from any fees and expenses charged to shareholders of mutual fund shares or mutual fund companies. A complete explanation of the expenses charged by the mutual fund is contained in each fund's prospectus.

Advisory fees payable to us do not include all the fees you will pay when we purchase or sell securities for your Account(s). The following list of fees or expenses are what you may pay directly to third parties, whether a security is being purchased, sold or held in your Account(s) under our management.

- Brokerage commissions;
- Transaction fees;
- Exchange fees;
- SEC fees;
- Advisory fees and administrative fees charged by Mutual Funds (MF) and Exchange Traded Funds (ETFs)
- Advisory fees charged by sub-advisers (if any are used for your account);
- Custodial Fees;
- Deferred sales charges (on MF or annuities);
- Odd-Lot differentials;
- Deferred sales charges (charged by MFs);
- Transfer taxes;
- Wire transfer and electronic fund processing fees;
- Commissions or mark-ups / mark-downs on security transactions ;
- Among others that may be incurred.

Please refer to the "Brokerage Practices" below for discussion of First Financial's brokerage practices.

PERFORMANCE BASED FEES AND SIDE-BY-SIDE MANAGEMENT

This item does not apply to our business.

TYPES OF CLIENTS

First Financial provides investment advice to individuals, trusts, pension plans, estates, charitable organizations and corporations. We require our clients to have an initial account value of \$50,000. We may accept accounts for less than this minimum, in circumstances determined at our discretion.

METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS

The method of analysis we utilize is fundamental. We gather our information for investment purposes from financial newspapers, magazines, research prepared by others, corporate rating services, company press releases, annual reports, prospectuses and filings with the Securities and Exchange Commission.

We evaluate your personal financial situation using your age, risk tolerance, current assets, all income sources, extraordinary expenses (purchase of home, car, college, wedding(s), etc.), projected retirement timeframe, retirement income required and other factors that may affect your overall investment strategy. We determine the asset allocation of investments in equities, fixed-income, real estate and cash from the information provided by you.

Investments in cash consist of FDIC insured money market funds, money market funds, government and government agency backed money market funds, investment grade tax-free money market funds, treasury bills and government insured CDs. Fixed-income investments consist of investment grade, taxable and non-taxable, short to intermediate term notes; and, mutual funds consisting of investment grade, taxable and non-taxable, short to intermediate term notes and bonds. Equities consist of domestic and foreign securities. These securities are purchased from investment companies in the form of mutual funds. Mutual fund purchases, to the extent possible, consist of no-load, low operating expense index funds. Non index funds (managed funds) may also be used.

Our investment management primarily uses index funds in creating investment portfolios. Mutual fund companies with long standing fund experience, no commissions, low operating expenses, tax efficiency, high liquidity and a proven track record over long periods of time are the benchmarks management considers before investing clients' money. At the clients' request, we may purchase stocks on an individual basis.

The risks associated with the four investment classes from highest to lowest are equities, real estate, fixed-income and cash. Cash investments are liquid and generally riskless; however, there is the extreme likelihood that the other asset classes can lose value. To a large extent, the mix of asset classes will determine the overall risks associated with the investment portfolio. Once the asset allocation is determined, securities representing the various asset classes are purchased. Your account is rebalanced annually to the original asset allocation. As your circumstances change, the asset allocations will be adjusted according to your individual needs.

Risks

There are principal and material risks involved which may adversely affect the account value and total return. There are other circumstances (including additional risks that are not described here) which could prevent your portfolios from achieving its investment objective.

It is important to read all the disclosure information provided. Investing in securities involves risk of loss which you should be prepared to bear.

Your account is subject to the following risks:

Stock Market Risk – The value of securities in the portfolio will fluctuate and, as a result, the value may decline suddenly or over a sustained period of time.

Managed Portfolio Risk – The manager's investment strategies or choice of specific securities may be unsuccessful and may cause the portfolio to incur losses.

Industry Risk – The portfolio's investments could be concentrated within one industry or group of industries. Any factors detrimental to the performance of such industries will disproportionately impact your portfolio. Investments focused in a particular industry are subject to greater risk and are more greatly impacted by market volatility than less concentrated investments.

Legislative authorities may change tax laws in the future. Some changes may cause the client to pay more investment related taxes.

Non-U.S. Securities Risk – Non-U.S. securities are subject to the risks of foreign currency fluctuations; generally higher volatility and lower liquidity than U.S. securities; less developed securities markets and economic systems; and, political and economic instability.

Emerging Markets Risk – To the extent that your portfolio invests in issuers located in emerging markets, the risk may be heightened by political changes and changes in taxation or currency controls that could adversely affect the values of these investments. Emerging markets have been more volatile than the markets of developed countries with more mature economies.

Currency Risk – The value of your portfolio's investments may fall as a result of changes in exchange rates.

DISCIPLINARY INFORMATION

First Financial does not have any legal or other “disciplinary” events to report to you.

OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

This item does not apply to our business.

CODE OF ETHICS PARTICIPATON OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

First Financial employees and principal owner, J. Victor Bodney, are allowed to invest for their own accounts. In addition, they may have a financial interest in the same securities or other investments that the firm recommends or acquires for your account. They may also engage in transactions that are the same as, or different than, transactions recommended to or made for your account.

These circumstances create a potential conflict of interest. Such transactions are permitted if effected, pre-cleared and reported in compliance with our policy on personal securities transactions. We recognize the fiduciary responsibility to place your interests first and have established policies to avoid any potential conflicts of interest.

Reports of personal transactions in securities by our personnel are reviewed by the firm's Designated Principal quarterly, or more frequently if required. First Financial does not, as principal, buy securities for itself from clients, nor does it sell securities it owns to any client. Additionally, it does not act as broker or agent to effect securities transactions for compensation for any client.

First Financial has adopted a Code of Ethics that governs the firm and its employees' behavior regarding a number of potential conflicts of interest when providing you service. This Code of Ethics is designed to ensure we meet our fiduciary obligation to you, our Client (or Prospective Client), and maintain a Culture of Compliance within our firm.

The primary purpose of our Code is to detect and prevent violations of securities laws, including our obligations we owe to you.

We distribute our Code to each employee at the time of hire, and annually thereafter if there are any changes to our Code. We provide annual training to employees to supplement the Code, and monitory employee activities on an on-going basis.

Our Code includes the following:

- Requirements for maintaining our clients' confidentiality
- Prohibitions on:
 - Insider trading (if we are in possession of material, non-public information);
 - Rumor mongering;
 - The acceptance of gifts and entertainment that exceed our policy standards;
- Reporting of gifts and business entertainment;
- Pre-clearance of employee and firm transactions;

- Reporting (on an on-going and quarterly basis) all personal securities transactions (what we call “reportable securities” as mandated by regulation); and,
- We require all employees to re-certify their acceptance of our Code on an annual basis. This includes identifying members of their household and any account to which they have a beneficial ownership (they “own” the account or have “authority” over the account), and disclosing all securities they hold at that time, including those held in certificate form.
- Our Code does not prohibit personal trading by employees. As you may imagine, as a professional investment adviser, we follow our own advice. As a result, we may purchase or sell the same or similar securities (or securities that are suitable for an employee or related account but not suitable for any client, including you) at the same time that we place transactions for your account and the accounts of our other Clients.

We designed the Code of Ethics to:

- protect our clients by deterring misconduct,
- educate personnel regarding the firm’s expectations and laws governing their conduct,
- remind personnel that they are in a position of trust and must act with complete propriety at all times,
- protect the reputation of First Financial,
- guard against violation of the securities laws, and
- establish procedures for personnel to follow so that First Financial may determine whether their personnel are complying with the firm’s ethical principles.

You may request a complete copy of our Code of Ethics by contacting us at the address, telephone or email on the cover page of this Part 2; Attn.: Chief Compliance Officer.

BROKERAGE PRACTICES

First Financial maintains a relationship with TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC (“TD Ameritrade”), which acts as custodian for your account.

We may recommend that you establish account(s) with TD Ameritrade, a registered broker/dealer and member SIPC, to maintain custody of your assets and to effect trades for your account(s). First Financial is independently owned and operated and not affiliated with TD Ameritrade. TD Ameritrade provides us with access to its institutional trading and custody services. These services include brokerage, custody, research and access to mutual funds and other investments that are otherwise generally available only to institutional investors.

We place trades for your account subject to our duty to seek best execution and other fiduciary duties. Whenever possible we seek to aggregate (combine) trades to achieve best execution consistently across all accounts.

You may request that we use broker/dealers other than TD Ameritrade to execute trades for accounts maintained at TD Ameritrade. However, this practice may result in additional costs to you, so we are more likely to place trades through TD Ameritrade rather than other broker/dealers. TD Ameritrade's execution quality may be different than other broker/dealers.

For First Financial client accounts maintained in its custody, TD Ameritrade generally does not charge separately for custody but is compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through TD Ameritrade or that settle into TD Ameritrade accounts. (See Item 5 for additional information regarding fees.)

REVIEW OF ACCOUNTS

First Financial Advisors, Inc. reviews your general financial situation initially upon engagement. We review your assets under management quarterly thereafter. More frequent reviews are conducted as and if needed, and upon your request.

On a continuing basis, we stay aware of the performance of the investments we have recommended or purchased for your account. J. Victor Bodney, President of First Financial Advisors, Inc. reviews all accounts. More frequent reviews may be triggered by material changes in variables such as your individual circumstances, the market, or the political or economic environment. You are urged to notify us of any changes in your personal circumstances that may affect your risk tolerance or decisions we make regarding your investments.

CLIENT REFERRALS AND OTHER COMPENSATION

First Financial does not compensate individuals or businesses for referring us clients.

TD Ameritrade makes available to us other products and services that benefit us but may not benefit your account. Some of these other products and services assist us in managing and administering your account(s). These include software and technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of First Financial's fees from your account; and, assist with back-office functions, recordkeeping and reporting.

First Financial uses most of these services to service all or a substantial number of our accounts under management. TD Ameritrade also makes available to us other services intended to help First Financial manage and further develop our business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, TD Ameritrade may make available, arrange and/or pay for these services rendered to us by third parties.

TD Ameritrade may discount or waive fees it would otherwise charge us for some of these services or pay all or a part of the fees of a third-party providing these services to us. As a fiduciary, we endeavor to act in your best interests. However, First Financial's recommendation that you maintain your assets in accounts at TD Ameritrade may be based in part on these benefits to us or the availability of some of the aforementioned products and services, and not solely on the nature, cost or quality of custody and brokerage services provided by TD Ameritrade. This may create a potential conflict of interest.

CUSTODY

All Client account assets are held by a qualified custodian. First Financial periodically reviews Clients' custody relationships to ascertain their effectiveness, responsiveness and costs. First Financial is not responsible for the actions of a Client's custodian.

Clients should carefully review account statements received directly from the qualified custodian. We also urge you to compare the account statement you receive from your qualified custodian.

INVESTMENT DISCRETION

First Financial has authority to supervise and direct on an ongoing basis your investments in accordance with your investment objectives and guidelines or your written Investment Policy Statement. First Financial is authorized, in its discretion and without prior consultation with you to: (1) buy, sell, exchange and otherwise trade any stocks, bonds mutual funds or other securities or assets and (2) determine the amount of securities to be bought or sold and (3) place orders with the custodian.

Any limitations to such authority will be communicated by you to First Financial in writing.

You may specify in writing the markets or broker/dealers to execute the securities transactions directed by us. In the absence of such specification, we shall employ such broker/dealers and such markets as we, in our sole discretion, shall decide.

We will not employ a broker/dealer affiliated with us without first disclosing the affiliation to you and obtaining your written consent. First Financial shall not be liable for any act or omission of any broker/dealer (other than an affiliated broker/dealer employed with your written consent).

You may instruct us in writing not to effect transactions through any particular broker/dealer. Executing securities transactions through such designated broker or dealer, you may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account(s) than would otherwise be the case

VOTING YOUR SECURITIES

First Financial will not vote proxies under its limited discretionary authority. You retain the authority to vote proxies and will be required to ensure that proxy materials are sent directly to you. We do not take action with respect to any securities or other investments that become the subject of any legal proceedings, including bankruptcies.

FINANCIAL INFORMATION

We are not aware of any financial condition that is reasonably likely to impair our ability to meet our contractual commitments to you.