

**Part 2A of Form ADV: *Firm Brochure***

**Purcell Advisory Services, LLC**

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This brochure provides information about the qualifications and business practices of Purcell Advisory Services, LLC. If you have any questions about the contents of this brochure, please contact us at 253-627-8101 or [tlw@purcellas.com](mailto:tlw@purcellas.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Purcell Advisory Services, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 117238.

## **Item 2    Material Changes**

Purcell Advisory Services (“PURCELL”) has made the following material amendments to this Brochure since its last filing on 04/18/2013:

Purcell no longer manages advisory accounts. It now only assists clients in selecting and monitoring programs by third-party advisers for which it acts as a solicitor. These services, and the fees for these services, are described in Items 4, 5 and 14 of this Brochure.

Purcell and/or its associated persons may also introduce the services of third-party advisers to other investment advisers. This is described in Item 10 of this Brochure.

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## **Item 4    Advisory Business**

Purcell Advisory Services, LLC is a SEC-registered investment adviser with its principal place of business located in Washington. Purcell Advisory Services, LLC began conducting business in 1998.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company).

Sonne, Inc., Member, owns more than 25% of Purcell Advisory Services, LLC.

Purcell Advisory Services, LLC offers the following advisory services to our clients:

### **Selection and Monitoring Services**

We provide advice by assisting you in identifying third-party investment adviser offering timing service programs (together, "the Programs"). We discuss your financial situation, investment objectives, tolerance for risk, investment time horizon, and any reasonable restrictions you wish to impose with respect to your account (together, the "Suitability Information"). We will also answer questions you may have about us, the Programs, and the characteristics of each Program.

#### **Types of Investments.**

Your account will be invested primarily or exclusively in mutual funds. However, the Program manager may have the discretion, if suitable, to purchase some or all of the following:

- exchange-listed or over-the-counter common or preferred stocks,
- government or corporate bonds,
- closed-end mutual funds, and
- exchange traded funds/notes (ETFs/ETNs).

#### **Client Selection of a Suitable Program; Reasonable Restrictions.**

After discussions with us, you will identify the Program whose investment objectives, volatility, and asset classes are suitable for your account. At the opening of the account, you will have the opportunity to impose reasonable restrictions on the management of the account. You will be reminded again in the quarterly notices and during an annual contact with us of the ability to impose new or modify existing reasonable restrictions.

#### **Disclosure Document, Advisory Agreement, and Application.**

We will provide the required disclosure documents and assist client with completing any required forms. The disclosure documents and forms will include this brochure, an application to establish an account with a custodian used by the Program (the Custodian), and the Advisory Agreement. Prior to signing the Advisory Agreement, we will also provide a solicitor's disclosure document, as required under SEC Rule 206(4)-3.

#### **Changes in Circumstances.**

You should contact PURCELL in the event of any material change in your personal or financial circumstances. By promptly contacting your Representative, you and the

Representative can determine if a different Program would be more appropriate for your changed circumstances.

**Contacts for Client Questions.**

We will be your primary contact with respect to the Program and your account. We will be available to answer questions about the administration of your account, and general questions about the Program.

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for detailed information on the Program(s).**

**Financial Planning Services**

We also provide financial planning services. When you purchase financial planning services you will receive a written report, providing you with a financial plan designed to achieve your stated financial goals and objectives. In general, the financial plan will address the following areas:

Personal: Family records, budgeting, personal liability, estate information and financial goals.

Tax & Cash Flow: Income tax and spending analysis and planning for past, current and future years. Adviser will illustrate the impact of various investments on your current income tax and future tax liability.

Death & Disability: Cash needs at death, income needs of surviving dependents, estate planning and disability income analysis.

Retirement: Analysis of current strategies and investment plans to help the you achieve your retirement goals.

Investments: Analysis of investment alternatives and their effect on your client's portfolio.

We gather required information through in-depth personal interviews. Information gathered includes a client's current financial status, future goals and attitudes towards risk. Related documents you supply are carefully reviewed, including a questionnaire you complete, and we prepare a written report. Should you choose to implement the recommendations contained in the plan, we suggest that you work closely with your attorney, accountant, insurance agent, and/or stockbroker. Implementation of financial plan recommendations is entirely at your discretion. You may implement our recommendations through any adviser or broker-dealer of your choice.

Our financial planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Warrants

- Corporate debt securities (other than commercial paper)
- Commercial paper
- Certificates of deposit
- Municipal securities
- Variable life insurance
- Variable annuities
- Mutual fund shares
- Exchange-traded funds

### **AMOUNT OF MANAGED ASSETS**

As of 12/31/2014, we were actively managing \$0 of clients' assets on a discretionary basis and \$0 of clients' assets on a non-discretionary basis.

## **Item 5 Fees and Compensation**

The annual fee (the Fee) for our services for accounts participating in a Program will be paid as a percentage of the fees collected by the Program(s). The amount of these fees will typically range up to 50% of Program fees collected, based on our agreement with the Programs' manager. The exact fee will be disclosed to you on the separate Solicitor's Disclosure we will provide to you with the Program agreement(s).

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for information on fees, termination and refund policies and other important information about the Program(s).**

### **Financial Planning Fees**

Financial planning fees are charged as a fixed fee, typically ranging from \$500 - \$5000 depending on the nature and complexity of each client's circumstances. The fee is due and payable at the time your agreement is executed. In such a circumstance, the financial plan will be presented to you within 90 days of the contract date, provided that you have promptly provided all information needed to prepare the financial plan.

**Mutual Fund Fees.** All fees paid to us are separate and distinct from the internal fees and expenses charged by mutual funds (or ETFs) to their shareholders. These fees and expenses are described in each fund's or ETF's prospectus or summary disclosure document. These fees will generally include a management fee, other internal expenses, and a possible distribution fee. If the fund also imposes sales charges, the account may pay an initial or deferred sales charge. You could invest in mutual funds or ETFs directly, without our services. In that case, you would not receive the services we provide. Accordingly, you should review both the fees charged by the funds and ETFs and the fees we charge (or the Program charges, as applicable) to fully understand the total amount of fees to be paid by the account, and evaluate the advisory services being provided.

**Limited Prepayment of Fees:** Under no circumstances do we require or solicit payment of

fees in excess of \$1200 more than six months in advance of services rendered.

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

Purcell Advisory Services, LLC does not charge performance-based fees.

Please refer to disclosure documents of the Program(s) selected for further information.

## **Item 7 Types of Clients**

We provide advisory services to the following types of clients:

- Individuals (other than high net worth individuals)
- High net worth individuals
- Pension and profit sharing plans (other than plan participants)
- Charitable organizations
- Corporations or other businesses not listed above

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

### **METHODS OF ANALYSIS**

Program recommendations may be selected on the basis of any or all of the following criteria:

- performance history;
- the industry sector in which the Program invests;
- the track record of any Program manager;

In providing financial planning services, we will use projections and planning software available from broker-dealers or other third-parties. The software selected will be tested and reviewed for accuracy and inclusion of pertinent updates and changes of law.

Financial planning recommendations will use asset allocation as the primary method of security analysis. Rather than focusing primarily on securities selection, we attempt to identify an appropriate ratio of securities, fixed income, and cash suitable to the client's investment goals and risk tolerance.

A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash will change over time due to stock and market movements and, if not corrected, will no longer be appropriate for the client's goals.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for information on methods of analysis used by the Program(s).**

## **INVESTMENT STRATEGIES**

We recommend Programs offered by timing services, which purchase mutual funds with the idea of selling them very quickly (typically within 30 days or less) in an attempt to take advantage of our predictions of brief price swings.

Utilizing this strategy creates the potential for sudden losses if the anticipated price swing does not materialize. In addition, because this strategy involves more frequent trading than does a longer-term strategy, capital gains in the client's account will be subject to less favorable tax treatment.

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for detailed information on investment strategies used by the Program(s).**

Securities investments are not guaranteed and you may lose money on your investments. We ask that you work with us to help us understand your tolerance for risk.

### **Item 9 Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

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

PURCELL and/or its associated persons also introduce the services of one or more Program managers to other investment advisers, for separate and typical compensation.

### **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

We have adopted a Code of Ethics expressing our commitment to ethical conduct. Our Code of Ethics describes our fiduciary duties and responsibilities to clients, and sets forth our practice of supervising the personal securities transactions of supervised persons with access to client information.

Our officers and employees may buy or sell securities for their personal accounts identical to or different than those recommended to clients. It is our policy that no officer or employee shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on the investment decisions of advisory clients.

To supervise compliance with our Code of Ethics, we require that anyone associated with the firm who has access to information regarding client investment recommendations or transactions must provide an initial and annual securities holdings report and quarterly transaction reports to the firm's Chief Compliance Officer. Adviser requires such access persons to also receive approval from the Chief Compliance Officer prior to investing in any IPOs or private placements (limited offerings).

We require that all individuals must act in accordance with all applicable Federal and State regulations governing investment advisory activities. Our Code of Ethics also includes the firm's policy prohibiting the use of material non-public information. Any individual who fails to abide by our Code of Ethics may be subject to discipline. A copy of our Code of Ethics is available to advisory clients and prospective clients upon request to our Director of Compliance, at the address noted on the cover of this brochure.

## **Item 12 Brokerage Practices**

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for detailed information on brokerage practices of the Program(s).**

Financial planning clients may implement the recommendations in the financial plan through a broker-dealer of their choice.

## **Item 13 Review of Accounts**

**Reviews.** We will review Program accounts on a quarterly basis and annual basis.

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for detailed information on account reviews conducted in the Program(s).**

We encourage financial planning clients to have us review their plans at least annually or when conditions change that might affect the plan. We do not charge a fee to review a financial plan we prepared. Clients can engage us to update their plans for a fixed fee, with a minimum fee of \$500, and typically ranging from \$500 to \$5,000, depending on the nature and complexity of the clients' circumstances.

**Reports.** The Custodian provides statements to clients and accountholders not less than quarterly reflecting the transactions, fees, expenses, holdings, and balances in the Program accounts.

We do not provide ongoing reports to financial planning clients, but these clients may have their plans updated as described above.

You will receive quarterly and/or monthly statements, indicating account value, holdings and transactions, from the trust company, insurance company, broker-dealer firm, or mutual fund companies (custodians) you have selected.

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

### **REFERRAL ARRANGEMENTS**

We will receive up to 50% of the annual Program fee for our solicitation and referral services. The Fee charged to our clients will be no different than the fee the client would have been charged if the client had not been referred by PAS.

We are aware of the special considerations promulgated pursuant to Rule 206(4)-3 under the Investment Advisers Act of 1940, and any comparable state regulations. As such, we will make all appropriate disclosures, maintain all required written records, and observe all applicable laws and regulations. We will provide a Solicitor's Disclosure Document to each client, and we will forward to the Program manager(s) the client's signed acknowledgement of receiving the Program manager's Form ADV Part 2A and our Solicitor's Disclosure Document.

## **Item 15 Custody**

We do not accept custody of any client's account.

## **Item 16 Investment Discretion**

We do not accept discretionary authority over any client's account.

## **Item 17 Voting Client Securities**

We do not vote proxies on behalf of any account.

**Please refer to the disclosure brochure(s) provided by the manager(s) of the Program(s) you have selected for detailed information on the proxy voting policies of these Program(s).**

We will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements.

## **Item 18 Financial Information**

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

Purcell Advisory Services, LLC has not been the subject of a bankruptcy petition at any time during the past ten years.