

**Part 2B of Form ADV: *Brochure Supplement***

Item 1 Cover Page

Phoenix Financial, Inc.  
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Chapel Hill, NC 27517  
(919) 929-4448  
[www.pfinx.com](http://www.pfinx.com)  
January 31, 2013

Firm Brochure Supplement for:  
William W. Farley, Jr., Michele Nettesheim  
and Leah Raeihle

**This brochure supplement provides information about William Farley and Michele Nettesheim that supplements the Phoenix Financial, Inc. brochure. You should have received a copy of that brochure. Please contact us at 919-929-4448 if you did not receive Phoenix Financial, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about William Farley and Michele Nettesheim is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2 Educational Background and Business Experience

William W. Farley, Jr. MBA

Year of Birth: 1948

### Educational Background:

University of North Carolina at Chapel Hill, BA History

University of North Carolina at Chapel Hill, MBA

### Business Background:

Phoenix Financial, Inc. President and Chief Compliance Officer 1988 – Present

Raymond James Financial Services, Inc. Registered Representative and Registered Principal 1988 - Present

### Licenses Held:

FINRA Series 7, 24, 51 and 63

NASAA Series 65

Life, Accident, and Health Insurance for State of North Carolina

To be a Registered Representative and Registered Principal with Raymond James Financial Services, Inc., Mr. Farley has a as General Securities Registered Representative (Series 7), Registered Principal (Series 24), and Municipal Fund Principal (Series 51) licenses. He also holds the Series 65 (Uniform Investment Adviser Law exam) registration for Investment Adviser Representatives and life, accident, and health insurance license from North Carolina. All of these licensures require the successful passing of examinations and ongoing continuing education.

Michele Nettesheim CPA CFP®

Year of Birth: 1967

### Educational Background:

University of North Carolina at Chapel Hill, BA International Studies

University of North Carolina at Chapel Hill, Masters in Accounting

### Business Background:

Phoenix Financial, Inc. Investment Adviser Representative 2004 - Present

Raymond James Financial Services, Inc. Registered Representative 2005 – Present

### Licenses/Certifications Held:

FINRA Series 7 and 63

NASAA Series 65

Certified Public Accountant

Certified Financial Planner

To be a Registered Representative Raymond James Financial Services, Inc., Ms. Nettesheim has a as General Securities Registered Representative (Series 7) license. She also holds the Series 63 (Uniform Securities Agent State Law exam) and Series 65 (Uniform Investment Adviser Law exam) registrations for Investment Adviser Representatives. All of these licensures require the successful passing of examinations and ongoing continuing education.

In order to obtain a CPA (Certified Public Accountant) designation, a person must earn an accounting degree, gain several years of experience as an accountant, pass a rigorous CPA and ethics examination, and commit to ongoing professional development.

The CFP® (Certified Financial Planner) designation can only be obtained by achieving and complying with several requirements. These current requirements include having at least a bachelor's degree, three (3) years of full time relevant work experience, pass a rigorous examination, complete continuing education, and meet the CFP Board's ethics standards.

Leah Raeihle

Year of Birth: 1965

Educational Background:

University of Tampa, attended

Brevard College, attended

Business Background:

Phoenix Financial, Inc.	Investment Adviser Representative	2003 - Present
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Raymond James Financial Services, Inc.	Registered Representative	2003 – Present
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Raymond James and Associates	Employee, Options Trading Desk	1996 - 2001
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Licenses/Certifications Held:

FINRA Series 7, 55 and 63

Chartered Retirement Planning Counselor<sup>SM</sup> designation

To be a Registered Representative Raymond James Financial Services, Inc., Ms. Raeihle has a as General Securities Registered Representative (Series 7) license. She also holds the Series 55 (Equity Trader) and Series 63 (Uniform Securities Agent State Law exam) licenses. All of these licensures require the successful passing of examinations and ongoing continuing education.

In order to obtain a Chartered Retirement Planning Counselor<sup>SM</sup> designation, a person must complete the coursework, pass a rigorous examination, abide by a Code of Ethics, and take ongoing continuing education.

Item 3 Disciplinary Information

Mr. Farley, Ms. Nettesheim and Ms. Raeihle do not have any disciplinary history.

#### Item 4 Other Business Activities

##### Securities Brokerage

Mr. Farley, Ms. Nettesheim and Ms. Raeihle are Registered Representatives with Raymond James Financial Services, Inc., and may be paid fees and/or commissions on securities transactions. All commissions are disclosed to clients. However, PFI is solely responsible for all investment advice rendered to clients.

##### Insurance Broker/Agent

Mr. Farley may have insurance company affiliations from which they receive commissions. Clients are under no obligation to execute recommendations relating to insurance and/or annuity products through PFI.

For more information regarding other financial industry activities and affiliations of Phoenix Financial, Inc. or its IARs, please consult the *Firm Brochure*.

## Item 5 Additional Compensation

From time to time Mr. Farley, Ms. Nettesheim and Ms. Raeihle may receive compensation in the form of sponsorship fees for seminars, meetings or conferences from product sponsors such as limited partnerships, mutual funds, insurance companies and annuity sponsors. Such sponsorship fees generally entitle the sponsor to an allotted presentation to IARs of PFI.

If clients act upon IAR advice and chooses to use one of RJFS's affiliates as a money manager, custodian or to purchase insurance, Mr. Farley may receive compensation in the form of commissions from the affiliate. If a client chooses to use him in his individual capacity as an insurance agent, he will receive a commission. Additionally, if a client purchases a mutual fund containing a 12b-1 fee, PFI or Mr. Farley may receive such fee.

As part of its fiduciary duties to Clients, PFI endeavors at all times to put the interests of its investment advisory clients first. Clients should be aware, however, that the receipt of economic benefits by PFI or its related persons in and of itself creates a potential conflict of interest.

## Item 6 Supervision

As the owner of Phoenix Financial, Inc. Mr. Farley is ultimately responsible for any advice he renders to clients. He is also responsible for the supervision of all of PFI's IARs and employees, including Ms. Nettesheim and Ms. Raeihle. Any questions regarding the supervision of advisory activities can be directed to him at (919) 929-4448.