

*Item 1 - Cover Page*

**DEMMING FINANCIAL SERVICES CORPORATION**

FORM ADV – PART 2A INFORMATION

March 31, 2011

Demming Financial Services Corporation  
13 New Hudson Road  
Aurora, OH 44202  
Phone (330) 562-2122 or Fax (330) 562-6086  
[www.demmingfinancial.com](http://www.demmingfinancial.com)

**This brochure provides information about the qualifications and business practices of Demming Financial Services Corporation (“DFSC”). If you have any questions about the contents of this brochure, please contact us at (330) 562-2122. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.**

**Additional information about DFSC (CRD No. 120106), including a copy of its Form ADV Part 1, also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

***Item 2 - Material Changes To This Brochure Since Last Annual Update***

**Item 3**

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#### ***Item 4 - Advisory Business***

DFSC is an investment adviser registered with the Securities and Exchange Commission (“SEC”) that provides comprehensive financial planning services, advice on specific investment and insurance-related projects and investment management services to a variety of clients. The firm was established in 1981. DFSC is owned by David Demming and is not under common control with any other firm. DFSC also does not control any other firm.

##### **Financial Planning and Project Services**

DFSC provides financial plans designed to address a client's financial and tax status, as well as establish investment objectives. Approximately 80% of the firm's business involves financial plans that include advice about securities, while the balance of the firm's services involve giving advice on matters not involving securities. Services begin with a DFSC Representative gathering financial data, identifying weak or problematic financial circumstances, assessing risk tolerance, and defining financial objectives. Clients may request a comprehensive financial plan to include many focus areas, or may request advice on a limited project addressing a specific financial circumstance. For example, planning may focus on cash flow management, investments, insurance/risk management, taxes, employee benefits, children's educational goals, retirement, and/or estate plans.

Ongoing planning services are also available to evaluate the progress of a plan or to monitor the performance of investments.

##### **Periodic Asset Management Services**

For clients wishing to have their investments reviewed on an intermittent basis, DFSC can provide its Periodic Asset Management Services. DFSC makes periodic reviews of investments designated by the client and makes recommendations to the client at the times DFSC deems it appropriate to do so regarding the purchase, sale or holding of investments. DFSC also will meet with a client during the term of the Agreement, at the times mutually agreed between DFSC and the client, to discuss the performance of the client's account in relation to client's investment objectives. DFSC will not have custody or possession of any client assets or have any discretionary authority to select brokerage firms or make investment purchases or sales.

##### **Continuous Investment Management Services**

For clients wishing to have their investments managed on a more continuous basis, DFSC can provide its non-discretionary Continuous Investment Management Services. DFSC reviews investments regularly, in the frequency it deems appropriate, and makes recommendations to the client regarding the purchase, sale or holding of investments. After receiving client approval, DFSC then implements those recommendations accepted by the client by purchasing or selling investments. The recommendations provided by DFSC are based on the client's investment objectives and any restrictions discussed at the time of engagement. DFSC and/or appropriate custodian will also provide the client with a written report of account positions on a calendar quarterly basis.

As of the date of this brochure, the firm has assets of \$30,000,000 under non-discretionary management and none under discretionary management.

### **Third-Party Manager Search Services**

Agreements exist with other investment advisors specializing in locating investment management firms and DFSC recommends these other advisors to clients. These advisor sponsors provide a manager selection pool, manager performance information and account performance reporting. Clients should be aware that managers within these selection pools are those that have agreed to participate in the sponsor's program, thus may have performance histories which are better or worse than other available managers. The client is under no obligation to use the services of the other managers recommended by these advisors or by DFSC.

Using these manager pools, DFSC Representatives will not conduct an individual search for an investment management firm before recommending a manager to a client. Instead, the Representative will recommend a manager with whom he is familiar, or a manager from a list provided by the pool sponsor. Thus, the past performance of other managers not recommended by the Representative, but available to the client, may be better or worse than that of the manager recommended.

While a client's account is being managed by a manager, the client's DFSC Representative counsels the client about the managed account's performance. Meetings occur as frequently as mutually agreed between the client and the Representative.

### ***Item 5 - Fees and Compensation***

All fees charged by DFSC for advisory services are negotiable. Fees paid to DFSC are for DFSC advisory services only.

DFSC's fees do not include transaction costs including brokerage commissions and other account-servicing costs. Such brokerage costs, if any, and the costs or charges not included in the fee are separately charged to the account. Commission rates charged by custodian may be higher or lower than available elsewhere. Commissions on transactions and other account fees will also be charged in accordance with the account's brokerage firm's normal commission schedule.

To the extent mutual funds are included as managed assets, clients should be aware that such funds also deduct their own advisory fees and expenses which affect the fund's reported performance. Depending on the fund, a client may be able to invest directly in the shares of a fund without incurring any sales or advisory management fees. In addition, there are tax effects pertaining to fund share redemptions made by DFSC on behalf of clients. Redemptions are taxable events that may accelerate the recognition of capital gains, and frequent redemptions may result in short-term rather than long-term capital gains.

The firm's advisory fees for Planning Management or Manager Search Services may be higher or lower than available from other service providers. Clients and prospective clients should be aware that mutual fund investments are long-term investments which usually do not require intensive monitoring or frequent transactions and that an asset-based fee may result in paying fees

which are high, particularly if the fee is based upon a single fund position or a portfolio composed of a few positions.

### **Financial Planning and Project Service Fees**

Annual retainer fees for Financial Planning and Project Services are negotiable and usually range from \$750 to \$2,500 per engagement, fees are based upon complexity of the plan and the level of services required to be provided by DFSC's Representative. At a client's request, the fee, based at a rate of \$50 to \$200 per hour, is quoted upon execution of the Agreement. A flat fee based upon client income and value of assets may also be available, depending on the service requested. A client may also agree to pay DFSC for Financial Planning and Project Services by means of an annual asset-based fee of .50% to 1.25% of the value of mutual funds and other securities subject to services. Thus, given these fee structures, the fees charged clients receiving similar services will vary.

Financial Planning and Project Services continue until either the client or DFSC terminates the agreement, which can occur upon ten (10) days written notice to the other party.

### **Periodic Asset Management Service Fees**

Annual fees for Periodic Asset Management Services will range from .50% to 1.25% of the value of mutual funds and other securities subject to services and are based on the following schedule.

<b>Value of Assets Under Management</b>	<b>Annual Rate</b>
Up to \$50,000	1.25%
\$50,001 to \$1,000,000	0.90%
\$1,000,001 to \$5,000,000	0.50%
Over \$5,000,000	Negotiable

### **Billing Cycle**

Account value up to \$50,000 will be billed annually  
Account value of \$50,001 to \$100,000 will be billed semi-annually  
Account value over \$100,000 will be billed quarterly

An annual minimum charge of \$100 may be assessed for accounts valued at under \$10,000.

Asset-based fees are billed in arrears and are calculated on the value of assets in the account at the end of the previous billing period. The billing period is mutually agreed between a client and DFSC before services begin. The initial fee due DFSC is prorated for the number of days services were provided during the first billing period. DFSC may, at its discretion, discount in whole or in part its asset-based fee if the client purchases securities or insurance products through Advisor Representatives of DFSC who are licensed as securities or insurance salespersons and who will receive commissions as a result of such purchases. The value of related accounts may, at DFSC's discretion, be combined for fee billing purposes.

Periodic Asset Management Services may be terminated by either party upon ten (10) days written notice to the other party. In the event of termination, the client is responsible for any fees earned, prorated to the day of termination, and DFSC will return any prepaid fee less the fee earned to date of termination.

### **Continuous Investment Management Service Fees**

Annual fees for Continuous Investment Management Services typically range from 1.00% - 1.50% of the value of mutual funds and other securities subject to Services and are based on the following schedule. The fees indicated below may be lower if 12(b)-1 fees are applicable.

<b>Value of Assets Under Management</b>	<b>Annual Rate</b>
Up to \$50,000	1.50%
\$50,001 to \$1,000,000	1.25%
\$1,000,001 to \$5,000,000	1.00%
Over \$5,000,000	Negotiable

### **Billing Cycle**

Account value up to \$50,000 will be billed annually  
Account value of \$50,001 to \$100,000 will be billed semi-annually  
Account value over \$100,000 will be billed quarterly

An annual minimum charge of \$100 may be assessed for accounts valued at under \$10,000.

Asset-based fees are billed in arrears and are calculated on the value of assets in the account at the end of the previous billing period. The billing period is mutually agreed between a client and DFSC before services begin. The initial fee due DFSC is prorated for the number of days services were provided during the first billing period. DFSC may, at its discretion, discount in whole or in part its asset-based fee if the client purchases securities or insurance products through Advisor Representatives of DFSC who are licensed as securities or insurance salespersons and who will receive commissions as a result of such purchases. The value of related accounts may, at DFSC's discretion, be combined for fee calculation purposes.

Continuous Investment Management Services may be terminated by either party upon ten (10) days written notice to the other party. In the event of termination, the client is responsible for any fees earned, prorated to the day of termination, and DFSC will return any prepared fee less the fee earned to date of termination.

### **Credit for 12(b)-1 Fees**

DFSC credits 12(b)-1 fees received for asset-based fee accounts.

### **Third-Party Manager Search Service Fees**

Annual fees for this service are charged by the manager, or manager search program sponsor and DFSC, and usually range from .60% to 2.50% of the value of assets under management, depending upon type of services to be provided. In establishing its own fee, DFSC usually

charges from .50% to 1.25% of the value of assets under management per year. Fees are payable in accordance with the terms of program sponsor's services agreement.

#### *Other Compensation*

DFSC Representatives may also be licensed to offer securities and insurance products and will receive customary commissions for the sale of such products should a client decide to make purchases through the Representative. This compensation creates a conflict of interest. All clients are hereby advised that this conflict exists. A DFSC Representative may recommend either no-load or load mutual funds for a client's account. In all cases, the investments must be suitable.

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

DFSC does not charge performance-based fees. All fees are either hourly, flat or asset-based as disclosed above.

#### ***Item 7 - Types of Clients***

DFSC offers its investment advisory service to a wide variety of clients, including but not limited to individuals, pension and profit sharing plans, trusts, estates, corporations and other business entities.

DFSC imposes a minimum fee of \$100 for Periodic and Continuous Investment Management Services for accounts valued at less than \$10,000.

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

*Methods of Analysis:* DFSC's security analysis methods will be fundamental in nature (evaluating securities based upon its historical and projected financial performance).

*Sources of Information:* The main sources of information used by DFSC in connection with its advisory services are financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports of issuers of securities; prospectuses and offering circulars and memoranda, reports filed by issuers of securities with the U.S. Securities and Exchange Commission, company press releases, and estate planning, financial planning, and income tax services purchased on a subscription basis.

*Investment Strategies:* The investment strategies used by DFSC and its Representatives to implement the investment advice given to clients will normally be long-term in nature, generally defined as the purchase of securities to be held for two (2) years or more. Traditionally DFSC recommends investments be held at least three to five (3-5) years. Short-term purchases may also be recommended if suitable.

DFSC and third party investment managers that it may use do not guarantee the results of the advice given. Thus, significant losses can occur by investing in any security, or by following any strategy, including conservative investments or strategies recommended or applied by DFSC.



Any controversy or claim including, but not limited to, errors and omissions arising out of, or relating to, the advisory agreement is required to be settled by arbitration.

***Item 9 - Disciplinary Information***

DFSC does not have any disciplinary information to report regarding itself or any of its account manager counselors or other related persons.

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

Representatives of DFSC are also securities representatives of Coordinated Capital Securities, Inc. ("CCS"). CCS is a general securities broker-dealer and a member of the Financial Industry Regulatory Authority ("FINRA"). Representatives of DFSC giving advice may recommend securities, asset management or insurance products offered by CCS. If clients obtain these products through the Representatives, the Representatives will share in the customary sales commissions or fees. Thus, a conflict exists between a Representative's role as advisor to a client and as securities salesperson for CCS.

DFSC is also an insurance agency and its Principals and Representatives are licensed as insurance agents. They have a conflict of interest when recommending insurance products and mortgage brokers because they and DFSC will receive a commission on the insurance products and mortgage services they recommend if acquired by a client. DFSC's primary objective in providing mortgage and insurance services is not revenue generation but protection of the client against predatory agents.

DFSC also has an ownership interest in Akron Title Company and may recommend the mortgage services of that firm to clients. Because of this ownership interest, a conflict of interest exists by recommending Akron's services.

A client is under no obligation to purchase products recommended, or to purchase products either through DFSC Representatives or CCS. Commissions charged on securities and insurance may be higher or lower than those of other product providers.

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

At times the interests of DFSC or its Representatives may correspond with their clients' interests. DFSC and its Representatives may, for example, invest in the same securities that are recommended to clients. DFSC and its Representatives will generally be "last in" and "last out" for the trading day.

DFSC has established a Code of Ethics applicable to all persons at DFSC who have access to confidential client records or to recommendations being made for client accounts. Designed to prevent conflicts of interest between the financial interests of clients and the interests of the firm's staff, the Code requires such "access persons" to obtain approval of certain securities transactions, to report transactions quarterly and to report all securities positions in which they have a beneficial interest at least annually. These reporting requirements allow supervisors at the firm to determine whether to allow or prohibit certain employee securities purchases and sales

based on transactions made, or anticipated to be made, in the same securities for client accounts. The Code also establishes certain bookkeeping requirements relating to the new federal reporting rules. The Code is required to be reviewed annually and updated as necessary. A complete copy of the firm's Code is available upon request.

### ***Item 12 - Brokerage Practices***

While providing services, DFSC Representatives do not exercise discretion in selecting specific securities. DFSC Representatives also do not exercise discretion to select brokerage firms or custodians. DFSC will, however, recommend, and clients receiving management services typically designate, CCS's transaction clearing firm to be account custodian and to execute all securities transactions. Thus, DFSC will not exercise discretion to evaluate the commissions and services of other broker-dealers unless unusual conditions exist and a client asks the firm to do so.

Clients who retain DFSC to prepare financial plans, evaluation reports, or consulting services are under no obligation to purchase or sell any securities through DFSC, or to purchase any securities or insurance through its Representatives. Furthermore, comparable investment and insurance products may be available at competitive rates through other unrelated securities and insurance professionals and entities. Clients may elect to execute transactions through other parties.

Selection of one broker-dealer for executing orders may not allow DFSC to receive research from other broker-dealers in return for directing transactions to those firms, or allow DFSC to evaluate the quality of execution services and commission costs of other broker-dealers. Thus, selecting a single broker-dealer may not result in the lowest commissions possible or best price or execution of transactions.

### ***Item 13 - Review of Accounts***

Client accounts are reviewed periodically according to the type of investments in the accounts and level of service requested. All accounts are categorized by type: securities, partnership, long-term/short-term. Short-term accounts are reviewed in accordance with the client's short-term objectives. Long-term accounts are reviewed on an annual basis or quarterly basis as mutually agreed between DFSC and the client. All reviews are performed upon the request of client, or as deemed necessary by DFSC. Reviews are done by David W. Demming, CFP®, David W. Demming Jr., CFP®, and Karen Bordonaro, CFP®.

Clients are free to contact their DFSC Representative at any time.

Clients do not receive status reports as to account holdings from DFSC. Instead, clients receive trade confirmations and statements directly from mutual funds and brokers showing their investment holdings. Clients also receive a consolidated statement of accounts from DFSC in conjunction with their cyclical review.

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

DFSC does not maintain a formal relationship with any solicitor, person or firm to provide prospective client referrals in return for a fee.

### ***Item 15 - Custody***

DFSC does not take custody of client funds or securities. These safekeeping services are typically provided to managed accounts only by the brokerage firm processing the securities transactions.

To the extent a client receives any account or other investment ownership statement from DFSC, DFSC recommends the client carefully compare the report to the information on the custodian's statements.

### ***Item 16 - Investment Discretion***

DFSC may be granted limited discretionary authority by a client in writing to buy and sell securities in the kind and amount, and at the time it deems appropriate. Also, DFSC is granted discretionary authority to hire and terminate third-party investment management firms to manage all, or a portion, of a client's portfolio. DFSC will not perform a search for such third-party managers. Instead, it will select those management firms with which it is familiar which may, or may not, have past performance as favorable as other firms available for services. Third-party managers are also granted discretionary authority by a client to purchase and sell securities on a client's behalf.

### ***Item 17 - Voting Client Securities***

DFSC and its Representatives do not vote proxies on behalf of clients who will receive such notices from their account's custodian. However, DFSC will assist clients by answering questions they may have regarding the nature of a proxy and voting procedures.

DFSC also does not take any action on legal notices it or a client may receive from issuers of securities held in a client's managed account. However, it is available to answer questions regarding such notices.

### ***Item 18 - Financial Information***

DFSC does not receive fees of more than \$500 six months or more in advance from any client, thus no financial statement for DFSC is attached. DFSC does not have any financial condition that is reasonably likely to impair its ability to meet its contracted commitment to any client.

### ***Item 19 - Requirements for State-Registered Advisers***

*Background Information.* See the attached Schedule(s) 2.B for background information about management personnel and those giving advice on behalf of DFSC.

*Other Business.* DFSC's primary business is providing investment advice. As indicated above however, its Representatives do offer and sell securities and insurance products. Also, the firm has an ownership interest in Akron title Company and may recommend the mortgage services of that firm to clients.

*Legal Events.* Neither DFSC nor any of its management persons has been involved with (1) any arbitration claim of any kind; (2) any self regulatory organization or administrative proceeding of any kind.

## **Notice Regarding Treatment of Confidential Information**

**Privacy Notice To Our Clients.** Demming Financial Services Corporation (“DFSC”) strongly believes in protecting the confidentiality and security of information we collect about you. This notice describes our privacy policy and describes how we treat the information we receive about you.

**Why We Collect And How We Use Information.** When we evaluate your request for our services, provide investment advice to you, and process transactions for your account, you typically provide us with certain personal information necessary for us to provide the proper planning advice and transactions. We may also use that information to offer you other planning services to meet your investment and planning objectives.

**What Information We Collect.** The personal information we collect may include:

- Name and address, phone number(s) and e-mail address(s);
- Social Security or taxpayer identification number(s);
- Financial assets and net worth;
- Income;
- Account balances and positions;
- Investment activity;
- Accounts at other institutions; and
- Personal and/or family situations and objectives.

**How We Protect Information.** We do not sell your personal information to anyone, other than what is required to establish accounts with custodians or other financial service providers (i.e. insurance co., etc.). Information collected in connection with, or in anticipation of, any claim or legal proceedings will be shared with appropriate legal and professional outside advisors.

We treat information about current and former clients and their accounts in a confidential manner. Our employees may access information and provide it to third parties only when completing a transaction at your request or providing our other services to you.

At your request, we may disclose information to attorneys, accountants, lawyers, securities professionals and others to assist us, or them, in providing services to you. We may also share information with companies that perform services on our behalf, such as the companies that we hire to perform marketing or administrative services. Companies we may hire to provide support services are not allowed to use your personal information for their own purposes. We may make additional disclosures as permitted by law.

We also maintain physical, electronic, and procedural safeguards to protect information. Employees and our professional service representatives are required to comply with our established information confidentiality provisions.

**Access to And Correction of Information.** Generally, upon your written request, we will make available information for your review. Information collected in connection with, or in anticipation of, any claim or legal proceeding will not be made available.

If your personal information with us becomes inaccurate, or if you need to make a change to that information, please contact us at the number shown below so we can update our records.

**Further Information.** For additional information regarding our privacy policy, please contact us by writing to us at Demming Financial Services Corporation at 13 New Hudson Road, Aurora, Ohio 44202, or by calling us at (330) 562-2122.

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**SCHEDULE 2B - BROCHURE SUPPLEMENT**

**Karen R. Bordonaro, CFP®**

March 31, 2011

**DEMMING FINANCIAL SERVICES CORPORATION**

13 New Hudson Road

Aurora, OH 44202

Phone (330) 562-2122 or Fax (330) 562-6086

[www.demmingfinancial.com](http://www.demmingfinancial.com)

**This brochure supplement provides information about Karen Bordonaro that supplements Demming Financial Services Corporation ("DFSC") brochure. You should have received a copy of that brochure. Please contact David Demming if you did not receive DFSC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Karen R. Bordonaro (CRD No. 3152460) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Item 2 - Educational Background and Business Experience***

Ms. Bordonaro was born in 1950, she is a graduate of Pace University, New York, New York, earning a BSA in Accounting. She has over 10 years of securities industry experience. Most recently she was with UBS Financial Services, Inc. from June 2004 through August 2009 as a Financial Planner and Advisor. In August 2009 she joined Coordinated Capital Securities, Inc., a registered broker-dealer and investment advisor, as a Registered Representative and Investment Adviser Representative. She is also licensed to sell Life and Health Insurance. Ms. Bordonaro joined DFSC in September 2009 as an Investment Adviser Representative. She earned the designation of Certified Financial Planner (CFP®) in 2007.

She has passed the FINRA Series 7 General Securities Representative exam, Series 24 General Securities Principal exam and the Series 66, Uniform Combined State Law exam.

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc.. The certification is voluntary; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or it's equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individual who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of*

*Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interest of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### ***Item 3 - Disciplinary Information***

Ms. Bordonaro does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court; (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

### ***Item 4 - Other Business Activities***

Ms. Bordonaro is licensed to sell Life and Health insurance products through various insurance companies. Ms. Bordonaro is also licensed to sell securities products.

### ***Item 5 - Additional Compensation***

Ms. Bordonaro receives commissions for the sale of securities and insurance products. She may also receive payment for advisory services offered through CCS, but she does not receive any additional economic benefit from third parties for providing advisory services through DFSC other than as noted above.

### ***Item 6 - Supervision***

David Demming is the Designated Supervisor/Chief Compliance Officer for DFSC, therefore, he is responsible for the supervision of Ms. Bordonaro's investment advisory activities. Mr. Demming's contact information is available on the cover page of this brochure supplement.

Mr. Demming shall regularly review the accounts for which Ms. Bordonaro provides investment advisory services to monitor suitability or recommendations and compliance with regulatory and internal procedures.

### ***Item 7 - Requirements for State-Registered Advisers***

Ms. Bordonaro has not been involved in: (a) any arbitration claim alleging damages in excess of



\$2,500; (b) any civil, self-regulatory organization, or administrative proceeding; or (c) a bankruptcy petition.

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SCHEDULE 2B - BROCHURE SUPPLEMENT

**David W. Demming, Jr. CFP®**

March 31, 2011

DEMMING FINANCIAL SERVICES CORPORATION

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Phone (330) 562-2122 or Fax (330) 562-6086

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**This brochure supplement provides information about David Demming, Jr. that supplements Demming Financial Services Corporation ("DFSC") brochure. You should have received a copy of that brochure. Please contact David Demming if you did not receive DFSC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about David W. Demming, Jr. (CRD No. 4642088) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Item 2 - Educational Background and Business Experience***

Mr. Demming, Jr. was born in 1980, he graduated from Colorado State University in 2002, earning a Bachelor of Science degree in Business Administration, with a concentration in Organization Management. Mr. Demming Jr. completed an internship with First Eagle Funds in New York during the summer of 2002, and has been actively engaged in the financial planning and securities business since that time. Since 2003 he has been affiliated with Coordinated Capital Securities, Inc., a registered broker-dealer and investment advisor, in the capacity of Registered Representative, Principal and Investment Advisor Representative. Mr. Demming Jr. is licensed as a securities agent in various state jurisdictions and as an Insurance Agent in Ohio.

Mr. Demming Jr. obtained his Certified Financial Planner (CFP®) certification in 2005, and is an active member of the Financial Planning Association (FPA) as well as the NexGen Group. NexGen is a community of the next generation of financial planners, created to ensure the transference of wisdom, tradition and integrity from the pioneers of financial planning to the next generation of the profession.

He has passed the FINRA Series 7 General Securities Representative exam, Series 24 General Securities Principal exam and the Series 66, Uniform Combined State Law exam.

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc.. The certification is voluntary; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or it's equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individual who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interest of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### ***Item 3 - Disciplinary Information***

Mr. Demming, Jr. does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court; (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

### ***Item 4 - Other Business Activities***

Mr. Demming, Jr. is licensed to sell Life and Health insurance products through various insurance companies. He is also licensed to sell securities products.

### ***Item 5 - Additional Compensation***

Mr. Demming, Jr. receives commissions for the sale of securities and insurance. He may also receive payment for advisory services offered through CCS, but he does not receive any additional economic benefit from third parties for providing advisory services through DFSC other than as noted above.

### ***Item 6 - Supervision***

David Demming is the Designated Supervisor/Chief Compliance Officer for DFSC, therefore, he is responsible for the supervision of Mr. Demming, Jr.'s investment advisory activities. Mr. Demming's contact information is available on the cover page of this brochure supplement.

Mr. Demming shall regularly review the accounts for which Mr. Demming, Jr. provides investment advisory services to monitor suitability or recommendations and compliance with regulatory and internal procedures.

***Item 7 - Requirements for State-Registered Advisers***

Mr. Demming, Jr. has not been involved in: (a) any arbitration claim alleging damages in excess of \$2,500; (b) any civil, self-regulatory organization, or administrative proceeding; or (c) a bankruptcy petition.

***Item 1 - Cover Page***

SCHEDULE 2B - BROCHURE SUPPLEMENT

**David W. Demming, CFP®**

March 31, 2011

DEMMING FINANCIAL SERVICES CORPORATION

13 New Hudson Road

Aurora, OH 44202

Phone (330) 562-2122 or Fax (330) 562-6086

[www.demmingfinancial.com](http://www.demmingfinancial.com)

**This brochure supplement provides information about David Demming that supplements Demming Financial Services Corporation ("DFSC") brochure. You should have received a copy of that brochure. Please contact David Demming if you did not receive DFSC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about David W. Demming (CRD No. 854343) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Item 2 - Educational Background and Business Experience***

Mr. Demming was born in 1947, he graduated from Miami University in 1969, earning a Bachelor of Arts degree in History and a Bachelor of Science degree in Education. Mr. Demming also earned a Master's degree in Economic History from Kent State University in 1976.

Mr. Demming obtained his professional designation of Certified Financial Planner® in 1983. He is affiliated with Coordinated Capital Securities, Inc., a registered broker-dealer and investment advisor, as a Registered Representative, Principal and Investment Adviser Representative. Mr. Demming is licensed as a Securities Agent in various state jurisdictions and as an Insurance Agent and Mortgage Broker in Ohio. Mr. Demming is a member of the Financial Planning Association (FPA).

Since 1978, Mr. Demming has been actively engaged in the financial planning, investment advisory, securities, insurance and mortgage business. He is the founder and president of DFSC and since March 1987 has been a branch manager of Coordinated Capital Securities, Inc. Previously Mr. Demming was affiliated with Investors Diversified Services, Inc. (IDS), Universal Heritage Investments Corporation, and American Pacific Securities Corporation.

He has passed the FINRA Series 1 General Securities exam, Series 7 General Securities Representative exam, Series 24 General Securities Principal exam and the Series 63, Uniform Securities Agent State Law exam.

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc.. The certification is voluntary; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or it's equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or equivalent, measured as 2,000 hours per year); and

- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individual who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interest of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### ***Item 3 - Disciplinary Information***

Mr. Demming does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court; (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

### ***Item 4 - Other Business Activities***

Mr. Demming is licensed to sell Life and Health insurance products through various insurance companies. He is also licensed to sell securities products and provide mortgage broker services.

### ***Item 5 - Additional Compensation***

Mr. Demming receives commissions for the sale of securities, insurance and mortgage broker products. He may also receive payment for advisory services offered through CCS, but he does not receive any additional economic benefit from third parties for providing advisory services through DFSC other than as noted above.

### ***Item 6 - Supervision***

David Demming is the Designated Supervisor/Chief Compliance Officer for DFSC and is responsible for his own supervision as well as that of all DFSC investment adviser representatives. His contact information is available on the cover page of this brochure supplement.



***Item 7 - Requirements for State-Registered Advisers***

Mr. Demming, has not been involved in: (a) any arbitration claim alleging damages in excess of \$2,500; (b) any civil, self-regulatory organization, or administrative proceeding; or (c) a bankruptcy petition.