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THE BEACON WEALTH AND ASSET MANAGEMENT PROGRAMS

This brochure provides information about the qualifications and business practices of Beacon Financial Advisers, Inc. ('Beacon'), a fee-only investment advisory firm. If you have any questions about the contents of this brochure, please contact Norris Edmonson via telephone at 678-750-1700 or via email at Norris@beaconfa.net.

A separate Form ADV, Part II is provided for The Beacon Qualified Retirement Plan Program, an investment program for Qualified Retirement Trusts associated with Qualified Retirement Plans, Pensions, and Profit Sharing plans.

Additional SEC disclosures can be found in Part I of Form ADV by visiting the SEC's website at www.adviserinfo.sec.gov and searching using a firm's unique CRD number. Beacon's CRD number is 125085.

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.

Registration as an investment advisor does not imply a certain level of skill or training.

This brochure was updated on January 3, 2012.

Thank you-

Norris G. Edmonson, CPA, PFS, Chief Compliance Officer, Beacon Financial Advisers, Inc.



ITEM 2: MATERIAL CHANGES

Since our last disclosure filing on March 25, 2011, the following material changes have occurred:

- We have revised our fee schedule for both the Beacon Wealth and Asset Management Programs. Please refer to the fee section of our brochure for a complete fee schedule for both programs
- We have raised the required minimum amount of assets under our management to be eligible for the Beacon Wealth Management Program. Please refer to the Services portion of our brochure for a complete description of both Beacon programs



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ITEM 4: ADVISORY BUSINESS

HISTORY

Born from a long and successful career as a Certified Public Accountant, Norris G. Edmonson desired for his clients to receive objective and actionable investment and financial planning guidance. As a result, Beacon Financial Advisers, Inc. was started in 1997 to fulfill this important client need. In order to better meet the needs of his clients, Norris merged his CPA practice with that of Jones & McKnight, P.C. to form Jones, McKnight, & Edmonson, P.C. That entity and Beacon are brother/sister organizations with identical ownership. Since our inception, Norris and the employees of Beacon have devoted their efforts toward the goal of providing a high level of personal and fiduciary service to their clients. Beacon proudly adheres to the fiduciary principal that the client's best interest should be foremost at all times. As a member of The National Association of Personal Financial Advisors (NAPFA[™]), Beacon signed and adheres to the NAPFA Fiduciary Oath[™]. The oath states the following:

"The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality of independence of the advisor.

The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent of any client's purchase of sales of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business (NAPFA)."

MANAGEMENT

The principals of Beacon Financial Advisers, Inc. are Norris G. Edmonson, CPA, PFS, Jeffery G. McKnight, JD, CPA, Michael P. Jones, CPA, and Stanley E. Lunsford, CPA. The members of the Executive Committee are Norris G. Edmonson and Jeffrey G. McKnight. The purpose of the Executive Committee is to undertake and facilitate the major strategic and administrative decisions with respect to Beacon. Norris G. Edmonson is the sole member of the Investment Committee. The Investment Committee is tasked with developing the investment strategy of the firm and reviewing particular investments. The Investment Committee also reviews custodial and other business related arrangements.

ASSETS UNDER ADVISEMENT

As of January 3, 2012, the total amount of client assets under our management is approximately \$53,105,000. All of the assets under our advisement are held by approximately 119 households. A household is defined as a group of closely related clients which may include a sole individual, a family including a spouse and children, or a defined contribution plan where the client is also the plan sponsor. Of the 119 households, our current and former employees account for 9 households. Of the \$53,105,000 in client assets, \$52,525,000 is on a discretionary basis. The remaining \$580,000 represents non-managed Qualified Retirement Plan loans and is non-discretionary.

The following section describes our:



- Advisory business
- The programs we offer
- The services included within each program
- How each program is tailored to meet your needs
- A-la-carte services

OUR SERVICES

The Beacon Wealth Management Program: The Beacon Wealth Management Program is generally available to clients with assets under our management of \$500,000 or more. For our clients in the Beacon Wealth Management Program, we begin with a comprehensive Financial Goals Plan that is driven by your goals, wants, and needs both today and in the future, your current and future income, savings, investments, and other financial assets, and your tolerance for risk. The Financial Goals Plan is designed to grow and change as your life, goals, wants, and needs grow and change. The plan also serves as the framework for your progress through the Wealth Management Program. Because the Financial Goals Plan is created at the inception of the relationship, we charge per hour to generate the plan. A thorough discussion of fees can be found on pages 7-10 of this brochure. It is from the Financial Goals Plan that we derive the initial strategic allocation for your investment profile and the parameters for the Investment Policy Statement. It also lays the foundation for future services to be rendered to you to help you meet those goals, wants, and needs defined in the plan. The Financial Goals Plan is then reviewed periodically to determine if there have been any material changes to your specific situation to enable us to modify the plan and its execution in an effort to increase the likelihood of ultimate success.

From the Financial Goals Plan, we complete a household wealth assessment to determine what areas outside of your investments pose the greatest threat to the success of your Financial Goals Plan. We believe that solely focusing upon investment management leaves the success of your Financial Goals Plan in question as other non-investment related components may potentially create a liability or defect that may jeopardize the realization of your goals. If you evaluate those deficient areas and take appropriate corrective measures, we believe this puts you in the best possible position for ultimate success. The assessment is designed to determine if you are deficient in certain critical financial planning components including Asset Protection, Disability and Income Protection, Debt Management, Investment and Cash Flow Planning, and Estate Planning. The results of the assessment determine the hierarchy of the services we will provide as your situation is independent and unique from other clients. By employing the household assessment in conjunction with the Financial Goals Plan, we are able to customize a plan of action that focuses on those financial planning components for which you are most deficient and which require the most attention. As each area is reviewed and acted upon, we will move to the next area with the greatest deficiency. This process continues throughout the duration of our association with you.

Once the hierarchy of services has been determined, we use, when appropriate, our network of professional resources to provide you with possible solutions, outside of the scope of our business, to those deficient areas. We receive no fees from our network of professional resources nor are you required to use any of the individuals or companies that we recommend. We pride ourselves on our adherence to the Fiduciary Standard and we only retain unrelated third parties in our network of professional resources.



By combining these two financial planning roadmaps into a single, strategic plan, we are able to customize a step-by-step plan for you designed to give you the highest probability of achieving your goals.

For those clients with assets under the \$500,000 Wealth Management Program minimum, entry into the program is negotiable if we both believe that you would benefit from the additional services within the program. For those clients with assets greater than \$500,000 under our management, entry into the Wealth Management Program is not required. If we both determine that the additional services provided within the Wealth Management Program would not provide any additional benefit to you, you will be placed in the Asset Management Program.

The Beacon Asset Management Program: For those clients with \$0 to \$500,000 in assets under our management and for those clients above the \$500,000 minimum that opt out of the Wealth Management Program, we will provide investment management services including creating, managing, and rebalancing a customized investment portfolio. Included in our Investment Management Services will be at least one annual meeting to review your investment profile and risk tolerance. If you choose to have us create a Financial Goals Plan, the Financial Goals Plan will also be reviewed during the annual meeting. Because the Financial Goals Plan is created at the inception of our engagement, we charge at our standard hourly rate to generate the plan. As your assets accumulate and meet the thresholds defined above, you will be moved to the Beacon Wealth Management Program if you desire.

A-La-Carte Services: For those clients who opt out of the Beacon Wealth or Asset Management Programs but still desire to have us perform certain services, the following services are available:

- *Investment Review:* We will review investment options and make investment recommendations for existing assets not under our management. An investment review constitutes a one-time analysis with no recurring recommendations or analysis performed by us unless you reengage us at another point in time.
- *Financial Goals Plan:* We will prepare, based on information provided by you, a Financial Goals Plan. You can use the plan as a guide for your own self directed personal financial planning. However, we view the Financial Goals Plan not as a stand alone document, but as one of the tools used in the financial planning process. While having a plan created is beneficial to the overall planning process, it is not designed to be a one time endeavor but a fluid document that grows and changes with you.
- *Insurance Planning and Analysis:* We will review existing insurance policies (property and casualty, life, liability, long term care, disability, etc.) for adequacy of coverage and possible structure and funding alternatives. We also offer insurance planning services to assess your insurance profile and needs with the ability to obtain quotes for the desired types and levels of coverage. We do not sell insurance, but rather we help you determine whether you need the type of insurance in question and, if so, we assist you in determining the amount of coverage needed.
- *Education Savings and Expense Planning:* We offer education savings and expense planning which includes an analysis of the most appropriate funding structure based on your expected needs and your current financial position, establishment of various education savings vehicles, and third party resources to assist you with the admission, financial aid, and FAFSA processes.



- *Social Security and Medicare Planning:* We offer Social Security and Medicare Planning to assist you with Social Security benefit receipt strategies and options available to you to maximize your potential primary insurance amount (PIA). We also offer Medicare guidance including medigap insurance coverage.
- *Estate Planning:* We offer estate planning guidance including reviewing your wills, health care directives, bequests, trusts, gift-tax planning, estate tax planning, philanthropic and charitable strategies, and power of attorney. These estate related documents are reviewed in a financial planning context for planning ideas. We do not practice law nor does the review constitute legal advice or a legal opinion.

Ultimately, you have the final say for any and all of the services we provide. We take our direction from you and you may impose reasonable restrictions upon our engagement including the types of securities that are purchased in your investment portfolio. Aside from mutual and exchanged traded funds and as a part of a comprehensive portfolio, we may transact in individual common and preferred stock and individual bonds. We have established certain self-imposed restrictions on the types of securities the firm will purchase in your account. The individual common and preferred stocks (not equity mutual or exchange traded funds) will be those issued by publically traded companies and available via one of the large, public exchanges. Individual common and preferred stocks that lack sufficient market liquidity and those common and preferred stocks that trade via the 'pink sheets' will be avoided. These restrictions remain in place unless we are directed otherwise by you with such transactions being deemed as directed transactions. Individual bonds (not bond mutual or exchange traded funds) shall be rated BBB/Baa/BBB (A2/P2) or higher by at least one of the major credit rating agencies. The interest rate may be either fixed rate or floating rate and the individual bonds may be classified as commercial paper, US Treasury, government agency, corporate, municipal, convertible, mortgage-backed, or asset-backed. These individual bond restrictions remain in place unless we are directed otherwise by the client with such transactions being deemed as directed transactions. We reserve the right to include high-yield bonds in your comprehensive portfolio but we add that exposure through mutual or exchange traded funds as opposed to individual bonds. We also employ the use of globally diversified mutual and exchange traded funds. Because of the broad nature of these products, our ability to avoid a specific company, industry, or country as desired by you may be limited.

You have the right to terminate your advisory agreement with us at any time upon written notice 30 days in advance. For advisory fees billed in advance, any pre-paid advisory fees will be prorated to the effective date of termination and any unearned advisory fees will be promptly returned to you. Please review the Fees and Compensation section of this brochure for a full discussion about fees.

ITEM 5: FEES AND COMPENSATION

We are a fee-only investment adviser. 100% of our revenue comes from our clients. Our negotiable fee is calculated on a household basis and is based on the total amount of assets under our management for those clients in the Wealth and Asset Management Programs. The fee for all held away assets, assets not under a Limited Power of Attorney with a custodian (i.e. 401(k) plans, annuities, universal life insurance product, etc.), is calculated based on the total amount of assets under our management. The fee for held away assets is lower than the



program fees due to the limited nature of the investment options generally available in 401(k) plans, annuities, and life insurance products. All a-la-carte services are billed on an hourly basis based on the standard hourly rate of the employee or employees performing the service for the time it takes to complete the desired task. For balances above \$10,000,000, fees will be determined on a negotiated basis.

Each asset level within the different fee schedules is independent from the other asset levels. Thus, you don't combine the asset levels to arrive at your fee. You simply multiply the fee associated with your asset level by the total value of your assets under our management to arrive at your total fee. For instance, if you are in the Beacon Wealth Management program and have assets under our management of \$500,000, your fee would be $\$500,000 \times .01$ or \$5,000 for the year. If your assets increased and your new asset total was \$1,500,000, your fee would be $\$1,500,000 \times .75\%$ or \$11,250 for the year.

BEACON WEALTH MANAGEMENT PROGRAM

Annual Percentage			Assets Under Beacon's Management
1.00%	of	First	\$1,000,000.00
0.75%	of	Household Balance Between	\$1,000,000.00 and \$5,000,000.00
0.50%	of	Household Balance Over	\$5,000,000.00

BEACON ASSET MANAGEMENT PROGRAM

Annual Percentage			Assets Under Beacon's Management
1.00%	of	First	\$100,000 \$
0.75% + \$200	of	Household Balance Between	\$100,000 and \$500,000
0.70%	of	Household Balance Between	\$500,000 and \$1,000,000
0.65%	of	Household Balance Between	\$1,000,000 and \$2,000,000
0.60%	of	Household Balance Between	\$2,000,000 and \$3,000,000
0.55%	of	Household Balance Between	\$3,000,000 and \$5,000,000
.50%	of	Household Balance Over	\$5,000,000

HELD AWAY ASSETS

Annual Percentage		Assets Under Beacon's Management
.50%	of	Total Held Away Assets Under Beacon's Management

**A-LA-CARTE SERVICES EXCLUDING INVESTMENT MANAGEMENT**

Standard Hourly Rate	Employee Providing Service		
\$250-\$300	Per Hour	For	Partner
\$75-\$150	Per Hour	For	CPA Non-Partner Registered Representative
\$75-\$150	Per Hour	For	CPA Non-Partner Planner
\$75-\$120	Per Hour	For	Account Coordinator
\$50	Per Hour	For	Administrative Assistants

For clients with assets custodied with any custodian other than SEI, we collect our Wealth and Assets Management Program fees in advance and on a quarterly basis. We calculate the fee based on the market value of your assets under our management on the last day of the previous calendar quarter as determined in good faith by Beacon and based upon valuations received from independent pricing sources including Charles Schwab & Co, Inc. or other custodians. For those clients with assets custodied by SEI, SEI deducts our fee in arrears on the last day of the quarter as mandated and facilitated by SEI. For a-la-carte services, we calculate the fee based upon the amount of time necessary to complete the requested service and billed at the hourly rates referenced above.

For clients in the Beacon Wealth or Asset Management Programs, you have the option of paying the fee either by check or by having the fee drafted from your account. If you have more than one account, each account is drafted for its proportionate amount of the total fee or you may have a single account drafted for the entire fee. However, you are prohibited from having fees for a Roth IRA deducted from a Traditional IRA. For a-la-carte services, you will be billed for those services and must pay by check. The minimum fee we charge for our a-la-carte services is \$100. All accounts under our management are held by independent, third party custodians including Charles Schwab & Co, Inc. and SEI. If you desire to have your fee drafted from your account(s), you must provide us with the authorization to have the custodian draft the fee from your account. We will provide to you a statement detailing the total fee, the total value of the account or accounts on which the fee was based, and the method by which the fee was calculated. You should verify the accuracy of the fee charged, verify the correct amount was debited from your account(s) by comparing the fee on our statement to that shown on your custodial statement, and report any discrepancies immediately to us.

We do not participate in any wrap fee programs or side agreements nor do we charge performance-based fees or receive any commissions or 12b-1 fees from any mutual fund, Investment Company, custodian, or any other relationship. If you terminate your relationship with us intra-quarter, the fee will be prorated to the termination date of the relationship (30 days after notification of termination) with the unearned fee, received in advance, being promptly refunded to you.

We are highly focused on keeping all fees as low as possible for your specific situation. However, there are fees outside of our management fee that you may be subject to based on your investment profile and allocation, cash requirements, spend down rate, and custodian. We



closely monitor all fees incurred by you in order to keep costs to a reasonable amount and to ensure that our services remain competitive relative to potential alternatives available to you. All fees discussed in the following sections are independent from the fee we charge for our services. You can invest in stocks, bonds, mutual fund, exchange traded funds, and other various securities without our services. We believe our fee is fair with respect to the level of service and independent, actionable guidance you will receive as a result of your relationship with us. We believe our services help you to better understand your complete financial picture, true risk tolerance, and goals while remaining independent and aiding you in removing some of the emotional pit-falls that may come with any investment.

In addition to our fee, you may be required to pay other charges including but not limited to:

- Sub-advisor fees
- Mutual and exchange traded fund fees
- Custodial fees
- Third-party fees

Sub-Advisor Fees: We will, on occasion, recommend a sub-advisor to meet a specific need. We do not regularly recommend sub-advisors in our normal course of business. If a sub-advisor is recommended to you, the sub-advisor will charge a fee to you for their services. Their fee is independent of and not covered by the fee we charge. The sub-advisors fee will be disclosed to you in writing along with the specific details of the engagement between the sub-advisor and you. You can terminate your relationship with the sub-advisor at will in accordance with the terms of your agreement with the sub-advisor. We do not have any fee sharing arrangements with any of the sub-advisors we may recommend nor do we receive any for of remuneration from the sub-advisor.

Mutual and Exchange Traded Funds: Mutual and exchange traded funds charge fees that cover, amongst other things, portfolio and general management expenses, administrative expenses, and commissions and advertising costs (12b-1 fees). These ongoing fees, excluding sales charges and commissions, charged by a mutual fund are represented by their expense ratio and are detailed in the prospectus of each mutual or exchange traded fund. The expense ratio for each mutual fund is readily available from various third party research sources including Schwab and Morningstar and also directly from the mutual fund company. These ongoing fees as well as 12b-1 fees are deducted internally from the assets of the mutual fund thus they are paid indirectly by the investor.

Mutual and exchange trades funds may also charge a sales load for purchasing or selling the fund as well as redemption fees. Sales loads are fees charged by the mutual fund company to compensate brokers or other sales persons for selling a particular fund and are paid directly by the investor either at the time of purchase or at the time of redemption. We do not purchase any fund with a sales load nor do we receive any commissions for the funds we recommend. All funds we purchase for clients are either no-load or load-waived funds. Mutual and exchange traded funds may also charge redemption fees. Redemption fees are typically charged when an investor sells the fund prior to a predetermined holding period, usually measured in days. Holding periods typically range from 30 to 180 days but can be longer or shorter as determined by the fund company. A redemption fee is not a sales load but is a fee paid directly to the fund company when an investor sells its shares to help defray the costs incurred by the fund



company. These fees are paid directly by the investor and are deducted from the redemption proceeds. We attempt to avoid funds with redemption fees. However, in developing comprehensive and diversified portfolios, we may purchase a fund with a redemption fee. In situations where a redemption fee exists, we attempt to ensure that the required holding period has expired prior to redeeming any of your shares. We may sell a fund during the redemption period if we determine that liquidating the fund is in your best interest or if directed to do so by you.

Custodial Fees: You will incur fees charged by the custodian where your accounts are held. These fees are independent of our management fee. We do not receive any portion of the fees discussed in this section. All of the fees are charged by and paid to the custodian directly by you. The most common custodial fee experienced by our clients is a transaction fee for the purchase or sale of certain investments. For mutual funds, transaction fees range from \$0 to \$49.95 for each purchase and sell depending on the mutual fund and Mutual Fund Company selected. For exchange traded funds and individual stocks, transaction fees range from \$8.95 to \$19.95 for each purchase or sell depending on the exchange traded fund or individual stock selected. Transaction fees for bonds depend on the current market spread and may change frequently through out the trading day in response to broader moves in the fixed income market.

You may also incur fees related to disbursements from your accounts. If you make a withdrawal, the custodian may charge a fee depending on the desired delivery method selected. For wire transfers, the fee ranges from \$20 to \$25 per occurrence. For checks sent overnight to the client, the fee ranges from \$8.50 to \$20 per occurrence. No fee is charged by the custodian for checks sent via regular mail or if you have a money-link or ACH agreement with the custodian. Other fees that you may incur include a \$60 custody account fee charged by SEI for account balances less than \$50,000 if SEI is the custodian for your assets, account termination fees charged by the custodian for closing an account or transferring assets, account termination fee charged by a previous custodian upon transferring assets to one of our custodians, stop payments fees, etc.

Third-Party Fees: You may incur fees related to the services provided by outside third parties that we recommend. Fees incurred by you for services provided by outside, unrelated third parties are not covered or paid for by the fee paid to us. It is important to note that we do not receive any form of compensation for recommending an unrelated third party nor do we have any fee sharing or side agreements with any of the third parties we recommend. We are not licensed as insurance sales persons nor are we in the process of becoming licensed to sell insurance.

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

We are a fee-only Registered Investment Advisory firm. We do not charge performance based fees nor do we manage client accounts on a side-by-side basis.

ITEM 7: TYPES OF CLIENTS

We maintain relationships with a variety of client types including individuals, high net worth individuals, trusts, qualified retirement plans including defined contribution plans, corporations, and not-for-profit entities. Our clientele is approximately equally distributed with individual and high net worth clients accounting for approximately 50% of the client assets that we advise and qualified retirement plans, corporations, trusts, and not-for-profits accounting for the remaining 50%. The Beacon Wealth Management Program is generally available to clients with greater than \$500,000 of assets under our management. The a-la-carte services offered are available to all existing clients not in the Beacon Wealth Management Program with a minimum fee of \$100.

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

Risks: All investments involve risk. The primary risk for all investments is a risk of loss of principal or that the proceeds received from the sale of an investment will be less than the original funds used to purchase the same investment. The risk of loss of principal can be severe at times depending on the market environment and market events. Although we attempt to design our portfolios to limit portfolio risk and volatility, you should be prepared to assume a risk of loss of principal with any investment that you make. Other risks that you may experience and that may cause a risk of loss of principal include but are not limited to:

- **Inflation Risk:** The risk of loss of purchasing power resulting from rising prices over time.
- **Interest Rate Risk:** For fixed income securities, the risk that interest rates will rise which will result in declining security prices.
- **Default Risk:** The risk that an issuer/borrower will not make its interest or principal payments as they come due.
- **Currency Risk:** The risk that securities denominated in other currencies lose value as the value of the underlying currency declines.
- **Political Risk:** Risk that government intervention, restrictions, or expropriation may result in a loss of principal.
- **Business Risk:** Risk that a business will be unable to continue ongoing operations as a result of increased competition, mismanagement, or financial insolvency.

Investment Philosophy and Strategy: We believe that markets are, for the most part, efficient and that prices reflect all available information and expectations. You can only expect to earn a return greater than the market if you are willing to take on greater risk than that of the market. Thus, the strategic portfolio allocation or asset mix is the most important determinant of a portfolio's performance and ultimate success. To reduce the unnecessary risks created by owning a narrowly focused portfolio and to capture those risks that afford potential higher returns, we believe that a comprehensive, globally diversified portfolio allows you to capture potential excess returns over a long term horizon while reducing the portfolio's volatility as measured by the portfolio's standard deviation. Our definition of diversification means not only diversifying amongst stocks, bonds, commodities, real estate and other assets classes, but diversifying within stocks, bonds, commodities, real estate and other assets classes and diversifying globally to produce a truly diversified global portfolio. You are unique with your



own goals, needs, wants, and risk tolerance thus there is no single asset allocation mix that is ideal for everyone. You must weigh your specific situation to determine an asset mix that is appropriate for you. One of our primary functions is to guide you through this process and to facilitate its implementation.

We also incorporate the research and work of Professors Eugene Fama, University of Chicago Booth School of Business and Kenneth French, Tuck School of Business at Dartmouth College and Dimensional Fund Advisors ('DFA') into our portfolios. The Fama-French Three Factor Model suggests, generally, that over time 'value' stocks generally outperform 'growth' stocks and that small cap stocks generally outperform large cap stocks. Dimensional Fund Advisors incorporates the Fama-French model into their passive portfolio management and not only do they diversify in the amount of securities their portfolios' hold but also in the number of capital market strategies the firm explores and develops. We believe that our clients receive an added benefit from the ability to purchase DFA mutual funds through us that they would not necessarily have otherwise. We are not under any obligation or commitment to recommend or sell DFA mutual funds nor do we receive any form of remuneration from DFA or any other mutual fund, Investment Company, insurance company, etc. Our portfolios also incorporate the principles of Modern Portfolio Theory. We diversify each portfolio over 12 broad assets classes including real estate and commodities with each portfolio having a value slant as well as small cap exposure. Certain higher risk securities may be included in your portfolios including domestic, international, and emerging small cap equities and high-yield bonds. Over a long-term investment horizon, we believe that the risk return relationship for these security types will be beneficial to your portfolio and present an opportunity to receive higher returns for the added risk exposure. We evaluate risk from a household portfolio perspective and not on an account-by-account or security-by-security basis. Our portfolios also tend to employ lower risk fixed income strategies to manage total portfolio volatility and shift the risk focus to the equity portion of the portfolio where expected returns are higher. We believe that our allocation strategies provide you with a globally diversified portfolio tailored to your specific situation and risk tolerance and designed for long-term implementation.

Implementation: Once a portfolio has been created for you, we will establish an Investment Policy Statement to guide the management of the portfolio moving forward. The Investment Policy Statement outlines, amongst other things, your and our expectations, the portfolio allocation including upper and lower allocation bands, the security evaluation process including the criteria used in our analysis, benchmarks, rebalancing guidelines, and the timing for future reviews. All Investment Policy Statements are reviewed at least annually and modified as your situation changes.

We obtain our market and security specific information from various pieces of software that are both paid for by us or made available to us for our use by one of the investment companies, custodians, prospectuses, the media, government resources, or various other unrelated third parties. Our portfolio and security specific analyses rely both on the research of unrelated third parties (Morningstar, Schwab, etc) and on our own due diligence process. We evaluate the merits of each individual investment opportunity by analyzing, amongst other things, whether the specific investment is appropriate and fits into your portfolio, its history, industry/market, management, performance, risk, volatility, tracking error, creditworthiness, credit rating, underlying cash flows, style, and consistency along with other factors. Once a specific security has been deemed to be below our requirements, the security is replaced with a security that



better represents the quality we expect from the investment opportunities we select. We generally purchase mutual funds, exchange-traded funds, stocks, bonds, and CDs. The risks generally associated with these types of investments have been detailed at the beginning of this section. Certain alternative investments may be used if we are directed to do so by the client.

ITEM 9: DISCIPLINARY INFORMATION

We pride ourselves on our strict adherence to the Fiduciary Standard and a high ethical standard. It is most important to us that your best interests are paramount at all times. To date, we have not and currently do not have any disciplinary or legal actions pending or taken against the firm nor its employees.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Our management and employees currently are not registered nor attempting to register with a broker-dealer, futures commission merchant, commodity pool operator, or commodity trading advisor. Our management and employees also currently do not maintain relationships or arrangements with any related person including broker-dealers, municipal securities dealers, government securities dealers, investment companies, other investment advisers, futures commission merchants, commodity pool operators, commodity trading advisors, banks, thrifts, insurance companies or agents, pension consultants, real estate brokers or agents, or sponsor or syndicator of limited partnerships that create a material conflict of interest. We currently do not recommend or select other investment advisers nor does the firm receive compensation for any third party professional recommendations.

Our sister organization is Jones, McKnight & Edmonson, P.C., a Certified Public Accounting firm with identical ownership to that of Beacon. Our clients are not required nor pressured to hire Jones, McKnight & Edmonson, P.C. as their accountant nor are clients of Jones, McKnight & Edmonson, P.C. required or pressured to hire us as their financial advisor. Both entities operate autonomously and only exchange client information when directed to do so by you.

Jeffrey G. McKnight, a shareholder and member of our Executive Committee, is also an attorney at law. He is the sole owner of Jeffrey G. McKnight, P.C. JME's and our clients are not required nor pressured to hire Jeffrey G. McKnight, P.C. as their attorney. This entity operates autonomously from us and from JME and we only exchange client information when directed to do so by you.

Norris Edmonson is a member of the Financial Planning Division of the AICPA, the Georgia Society of CPAs, and the National Association of Personal Financial Advisors (NAPFA).

We do have relationships with certain sub-advisors to manage client assets for specific client needs. These arrangements are detailed in writing with full disclosure made to you including information about the sub-advisors fees. You can terminate these relationships at will in accordance with the terms of the agreement between you and the sub-advisor. We do not regularly recommend sub-advisors but will do so to meet a specific need.



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

We have adopted a Code of Ethics pursuant to SEC rule 204A-1. A copy is available to you upon request. Each employee is required to adhere to the Code of Ethics. The primary objective of the Code of Ethics is to establish the expectations for each employee with respect to their interaction with our clients and our adherence to the Fiduciary Standard. Our reputation is a reflection of the quality of our employees and their dedication to excellence in serving you. To ensure these qualities and dedication to excellence, our employees must possess the requisite qualifications of experience, education, intelligence, and judgment necessary to effectively serve as investment management professionals. In addition, every employee is expected to demonstrate the highest standard of moral and ethical conduct for continued employment with us. Employees are educated that a material breach of the provisions of the Code of Ethics may constitute grounds for disciplinary action and/or termination of employment.

We, as a fiduciary, have an affirmative duty of care, loyalty, honesty, and good faith to act in your best interest. Compliance with this duty can be achieved by trying to avoid conflicts of interest and by fully disclosing all material facts concerning any conflict that does arise with respect to any client. The following discussion details, but is not limited to, potential conflicts of interest that may exist and our method for handling these potential conflicts:

- *Conflicts among Client Interests:* Conflicts of interest may arise where the firm or its supervised persons have reason to favor the interests of one client over another. We specifically prohibit inappropriate favoritism of one client over another client that would constitute a breach of fiduciary duty. When a conflict amongst clients exists, we will disclose the conflict to all involved parties. Upon disclosure, you will have the opportunity to waive the conflict and continue to employ our services. If the conflict is not waived, we will either withdraw from one or both engagements depending on the nature of the conflict and its potential impact on the current and the other client(s).
- *Competing with Client Trades:* We prohibit our employees from using knowledge about pending or currently considered securities transactions to profit personally, directly or indirectly, as a result of such transactions. In order to avoid any potential conflict of interest between our clients and ourselves, securities transactions for the accounts of our employees in the same security as that purchased/sold for advisory accounts should be entered only after completion of all reasonably anticipated trading in that security for those accounts on any given day. If, after completion of all anticipated trading for client accounts, a trade is executed for an employee's personal account on that same day at a price better than that received by the client, surveillance procedures will identify and correct those transactions in favor of the client. Because mutual funds are purchased or sold at the fund's net asset value, the potential for pricing conflicts with respect to that security type is mitigated.
- *Transactions with Clients:* We specifically prohibit all employees from knowingly selling to or purchasing from a client any security or other property, except securities issued by the client.
- *Initial Public Offerings and Limited or Private Offerings:* All of our employees are prohibited from acquiring securities in an initial public offering or limited or private offering without first obtaining written pre-clearance from the Chief Compliance Officer.

- The prior approval must take into account, among other factors, whether the investment opportunity should be reserved for clients, and whether the opportunity is being offered to an individual by virtue of their position with us.
- *Outside Business Interests:* A supervised person who seeks or is offered a position as an officer, director, trustee, or is contemplating employment in any capacity in an outside enterprise is expected to discuss such anticipated plans with the Chief Compliance Officer. We do not wish to limit any supervised person's professional or financial opportunities, but we need to be aware of such outside interests so as to avoid potential conflicts of interest and ensure that there is no interruption in services to you.
 - *Personal Gifts:* All employees are prohibited from soliciting gifts of any size under any circumstance. Our employees may not give any gift with a value in excess of \$200 per year to an advisory client or persons who we do business with, regulate, advise, or render professional services to us. Our employees may not accept extravagant or extraordinary gifts. Gifts of nominal value (not to exceed \$200 in any twelve month period), customary business meals, entertainment, and promotional items may be accepted.
 - *Insider Trading:* Insider trading activities are strictly prohibited for both our employees and our clients.

All employees are required to adhere to the employees reporting requirements and to report every transaction with any direct or indirect financial benefit. For new employees and employees that become access persons, the employee must provide to the Chief Compliance Officer a holdings report for all personal accounts that must be no older than 45 days before the employee was hired or became an access person. On an ongoing basis, all employees must arrange for duplicate account statements for all personal investment accounts to be sent to the Chief Compliance Officer. The Chief Compliance Officer will review each transaction for any evidence of improper trading activities or conflicts of interest by the employee. All employees must acknowledge, initially and annually, that they have received, read, and understand the Code of Ethics regarding personal securities trading and other potential conflicts of interest and agree to comply with the code's provisions.

ITEM 12: BROKERAGE PRACTICES

Custodian Review: We currently use as custodians Charles Schwab, SEI, and Matrix Financial Services. We are independently owned and operated and not affiliated with any of the custodians that we recommend. It is the responsibility of our Investment Committee to review custodial relationships. When evaluating a custodian, our Investment Committee analyses and compares custodians on both trade capabilities and execution and fees. The Investment Committee reviews the custodian's size, market share, ability to timely execute trades electronically as well as over the phone, the markets in which the custodian participates and its market making capabilities, the ability to negotiate fees, the custodian's trade error procedures, its ease of use, the availability of the sales, operations, and technology teams to improve our ability to serve you, the custodians financials, regulatory actions taken against the custodian, and general news about the custodian to determine which custodians will use. Our Investment Committee also reviews the fee schedule of each custodian and that of other custodians currently not used to compare fees and to ensure the reasonableness of the fees charged by the custodian. We do not necessarily weight any particular capability of the custodian over another



however trade execution and the ability to negotiate fees to reduce your total costs are two very important factors.

Best Execution: As a Registered Investment Adviser, we have the duty to attempt to obtain best execution for your securities transactions. Since trading is a repetitive, continuous process, each trade communicates information about a custodian's underlying trading procedures. The SEC requires broker/dealers to make public monthly electronic reports showing uniform statistical measures of execution quality. On a quarterly basis, our Chief Compliance Officer will review the custodian's best execution report. As a part of best execution practices, we believe that the cost-benefit relationship must be examined as a part of the trading process. We strive to ensure that trades in your account(s) are completed at the lowest cost without compromising the overall portfolio strategy or asset mix. When rebalancing your account(s), best execution practices generally involve using investments that are free of trading fees or at the lower end of the fee spectrum with the investments at the higher end of the fee spectrum reserved for larger trades generally occurring at the onset of our services or during a major portfolio strategy shift. We do not receive any of the trading fees charged nor do we ever mark up or mark down a trade.

The custodians, investment companies, and other un-related third parties we recommend provide us with access to the following services that we may not otherwise have access to:

- Brokerage, custody, and institutional trading including access to mutual funds and other investments that are otherwise generally available to institutional investors or would require a significantly higher minimum initial investment
- Research, marketing, technology, and other soft dollar benefits
- Conferences, consulting, and other practice management support

Institutional Trading: Because of our relationship with various custodians, we are able to purchase for you mutual funds and other investments that are otherwise generally only available to institutional investors or investments that would require a significantly higher minimum initial investment than the minimums you will be subject to. Because of the institutional trading capability, we may have an incentive to recommend one custodian over another due to this benefit to us. We believe the institutional trading capability is mutually beneficial in that we are able to offer to you products that we may otherwise not have been able to offer. These products provide us with opportunities to further diversify your portfolio and reduce your overall costs.

Research and Other Soft Dollar Benefits: Due to the nature of our business and the structure of the financial services industry as a whole, we receive research and other soft dollar benefits that we may not ordinarily receive if it were not a Registered Investment Adviser. We receive, from the custodians we use along with the investment companies we select, market research. This research is made available to us without charge as a result of our relationship with each of these entities. We use the research to evaluate investment opportunities and for general market research about the course, direction, and economic viability of different markets. We also receive from the custodians we use along with certain investment companies software and other technology that we use in the management of your assets. These various software programs and other technology are free to us as a result of our relationship with each of these entities. These research and other soft dollar benefits may be offered to us via an arrangement



the custodian or investment company has with an outside, unrelated third-party. The custodian or investment company may discount or waive the fees it would otherwise charge for some of the services it makes available to us. It may also pay all or a part of the fee of a third party providing these services to us.

Because we receive certain research and software from our relationships, we may have an incentive to select or recommend a custodian or investment company over another based on our interest in receiving the research and software rather than on the your interest in receiving the most favorable execution. We take great care to make sure that your interests remain paramount at all times and that a professional relationship between us and a custodian or investment company does not compromise that fiduciary call. We address this conflict by excluding these benefits from our evaluation of custodians and investment companies when reviewing each for continued use.

Because most custodians and investment companies offer various research and other soft-dollar benefits for employing their services, we believe that this conflict is minimized by the diversity of the industry as a whole and through our evaluation process which eliminates the potential benefits from the analysis. We use the research and other soft dollar benefits on all clients in an equal manner. The size of a particular client or the custodial fees a client may generate does not affect the manner in which we use the research and software benefits. We also do not select or recommend a custodian, broker/dealer, or investment company for potential client referrals that we may receive. We avoid this situation because it would present a potential conflict of interest between receiving future referrals from the referring entity and obtaining the best trade execution possible for you. We believe that by eliminating this metric from the evaluation process, we are better able to meet our fiduciary duty to you.

We are a Dimensional Fund Advisors ('DFA') authorized investment adviser. After a rigorous interview and approval process, we were granted the ability to purchase DFA mutual funds. DFA mutual funds are not available to the general public nor are they available to advisers who have not completed the interview and approval process. As a result of this relationship, we receive certain non-monetary benefits. Those benefits include seminars hosted by DFA in which DFA funds are explained along with financial planning and investment management education and instruction, access to the DFA advisor website which includes research, market commentary and analysis, software, newsletters, marketing and educational materials, and access to various market or product updates via conference calls or webinars that are not available to those non-DFA advisers. We do not pay for access to DFA's mutual funds or other resources nor are we under any obligation to recommend the purchase of their funds. DFA does not provide any direct form of compensation to us for the recommendation of their mutual funds. We pay for all travel and associated expenses related to any DFA conference that our employees may attend. Because of the benefits received from the relationship with DFA, we have the incentive to recommend DFA mutual funds to our clients. Before purchasing any investment, the merits and appropriateness of the investment is evaluated with respect your specific situation. If the investment is deemed to be inconsistent with the strategic allocation of your assets, the investment is avoided. This includes DFA mutual funds. We recommend DFA mutual funds because of DFA's passive approach to investment management, their low fees and turnover, and the financial theory behind their investment style. We do not receive any compensation or remuneration of any kind from DFA or any other mutual fund, Investment Company, custodian, insurance company, or any other unrelated third party.



Directed Brokerage: If you direct us to use a particular broker/dealer, those directions must be delivered to us in writing. Appropriate disclosures will be provided to you indicating that for any directed brokerage arrangements, we will not negotiate commissions, may not obtain volume discounts or aggregate directed transactions, and that commission charges will vary among clients and best execution may not be obtained. As a result of directed brokerage, you may experience higher transaction costs than other non-directed brokerage clients. Directed brokerage also occurs when you request that a specific security be included or excluded from their investment portfolio or if you request a specific trade or trades.

Trade Errors: At no time will you be disadvantaged by trade errors. All errors in client accounts will be recorded and resolved in your favor as soon as practicable.

Trade Aggregation: We do not aggregate the purchase or sale of securities for multiple clients at one time. We believe that each trade has to be evaluated related to your specific situation including potential tax consequences. Thus, block trading for multiple clients is limited by this evaluation process. We will aggregate security purchases or sales for one client with multiple accounts where the security being purchased or sold is executed as the same price across all of the client's accounts in which it is owned. We believe this provides the best execution for you as the trading fees charged by the custodian are kept to a minimum and there is price consistency amongst your accounts.

ITEM 13: REVIEW OF ACCOUNTS

Beacon Wealth Management Program: For our clients in the Beacon Wealth Management Program, we will, without any change to your financial situation, review the strategic allocation and specific investments on a semi-annual basis. We will deviate from this account review schedule if there is a change in your specific financial situation, a dramatic change in the economic or market environment, or in response to a specific need. As a part of the Beacon Wealth Management Program, your Financial Goals Plan is also reviewed in conjunction with the investment review. The Financial Goals Planned will be updated for any significant change in your life including, but not limited to, your goals, wants, needs, assets, liabilities, employment, family, insurance, and estate changes. The review is conducted by one of our registered representatives and is comprehensive in nature unless there is a specific need that requires our attention. On an annual basis, we will review the Investment Policy Statement ('IPS') with you and will make any changes deemed necessary. The IPS will remain in effect for the next twelve month period unless a change in your situation warrants a change to the IPS.

Beacon Asset Management Program: For our clients who only desire to have us manage their investments, we will review your strategic allocation and specific investments on a semi-annual basis. Because a Financial Goals Plan is not created, the plan is not reviewed. We will deviate from this account review schedule if there is a change in your specific financial situation, a dramatic change in the economic or market environment, or in response to a specific need.

Reporting: You will receive a quarterly report for each account along with a household report. The report details your current holdings broken down by asset class, a summary of the changes that occurred in each of your accounts during the quarter, a performance summary which includes return information for the current quarter, year-to-date, and since the account's



inception data points. Also included in the quarterly reports will be a copy of your bill if the fees are drafted from your account. If you desire to not have your account drafted, your quarterly bill will be mailed separately. The report for the fourth quarter of the calendar year will also include a realized gain/loss report for all taxable accounts. You will also receive a copy of our most recent Form ADV in the quarterly report which corresponds to the regulatory requirement for delivery of the ADV to our clients. On occasion we will also include a newsletter that may include market commentary or upcoming events or changes for which you may need to be aware.

You will also receive statements from the custodian where your assets are held at least quarterly. These statements identify your current investment holdings, the cost of each of those investments, and their current market values. The custodian will also send you a 1099 along with gain/loss information at the end of the year for all taxable accounts.

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

We currently do not compensate any third party for client referrals nor do we have any solicitation arrangements with any third parties. We do compensate employees for client referrals as a part of our ongoing talent retention activities. For those employees of Beacon and Jones, McKnight, & Edmonson, P.C., we compensate each employee ten percent of the total annual fee collected per referral. That compensation remains in place for as long as the referral is a client of ours and the employee is employed by Beacon or Jones, McKnight & Edmonson, P.C., whichever is shorter. If you elect to terminate your relationship with us, the compensation related to your engagement with us will cease.

ITEM 15: CUSTODY

We seek the authority to deduct fees directly from your accounts as this is generally more efficient for both you and us and there may potentially be tax benefits when fees are paid from certain tax-deferred accounts. Because of the ability to deduct fees from your accounts, we are deemed to have custody of your assets even though your assets held by an unrelated, outside custodian. As a result, we must comply with the applicable SEC custody rules. We are in compliance with all applicable SEC custody rules. However, we are not currently subject to the annual surprise examination because the criterion that deems us as having custody, drafting of management fees directly from client accounts, is currently exempt from the examination requirement. If in the future we are deemed to have custody of your assets for a criterion other than drafting of management fees, we will be subject to and will comply with the examination requirement and all applicable custody rules and requirements.

The custody rule, among other things, requires:

- All advisers with custody maintain client assets with a “qualified custodian” such as a bank, broker-dealer, or futures commission merchant.
- All advisers with custody to have a reasonable basis, after due inquiry, for believing that the qualified custodian maintaining client assets sends quarterly account statements directly to each client.



- All advisers that have custody of client assets to undergo an annual surprise examination by an independent public accountant to verify client assets (Beacon is currently exempt from this requirement).
- Advisers to obtain, or receive from a qualified custodian, a report of the internal controls relating to custody of client assets prepared by an independent public accountant that is registered with, and subject to regular inspection by, the Public Company Accounting Oversight Board ('PCAOB'), if the custodian is the adviser or a related person of the adviser and maintains advisory client assets in connection with advisory services.

We strictly prohibit any employee from any activity that may specifically cause or imply that we have custody of your assets aside from drafting of management fees. No employee is permitted to borrow money or securities from you or any client, nor are any employees permitted to lend money or securities to you or any client without approval from the Chief Compliance Officer in writing and in advance. In the event that we receive funds, securities, or other assets from you, we will return such funds, securities, or other assets to you within three business days of receiving them. If you send funds to us that are intended to be deposited into the account held at a qualified custodian or broker/dealer and the check is made out to that qualified custodian or broker/dealer, we will forward your checks within twenty-four hours.

You will receive statements from the custodian where your assets are held on at least a quarterly basis. We urge you to carefully review these statements and compare them to the accounts statements that we provide to you. You should verify the transactions in your accounts are consistent with your investment goals and the objectives for your account(s). We also encourage you to contact us should you have any questions or concerns regarding your account(s).

ITEM 16: INVESTMENT DISCRETION

We do accept and prefer discretionary authority to manage securities accounts your behalf. This means that we do not need advance approval from you to determine the type and amount of securities to be bought and sold for your account(s). We do not, however, have the ability to choose the broker-dealer through which transactions will be executed. Discretionary trading authority is given to us via written authorization from you. Evidence of our authority to manage your account(s) on a discretionary basis will be documented in the Investment Advisor Contract. All written authority granted to us by you will be restricted to limited trading authority, giving us the power to only purchase or sell securities for your account. At no time will we or any of our employees enter into any written or verbal agreements or understanding with you that gives us or any employee full trading authority over the account since that term may be interpreted as granting authority to us to withdraw funds and securities from your account. This discretion is used in a manner consistent with your investment objectives and we only exercise discretion in accounts where we have been authorized by you.

ITEM 17: VOTING CLIENT SECURITIES

It is our policy to exercise proxy authority for your securities. Proxies will be received by the Chief Compliance Officer, who will vote the proxies on a case-by-case basis to the financial



benefit of the client base. Routine issues will be voted with management in the majority of cases, while non-routine issues may be more frequently voted against management. Where there is a question as to whether an issue is in your best interest or if a new policy question arises, the Chief Compliance Officer will document his review and rationale for his decision.

In accordance with Rule 206(4)-6 of the Advisers Act, we have implemented the following guidelines regarding the voting of proxies:

- To avoid excess storage space, we will retain only one copy of each annual report and proxy statement received from the reporting companies.
- All proxy ballots will be collected and filed electronically.
- The Chief Compliance Officer will conduct an analysis of the entire proxy ballot and all corporate board proposals. This analysis will be conducted to avoid any actual or potential material conflicts of interest. If a conflict of interest is evident, we will cast the votes in the best interest of the shareholder/client and document the rationale for the decision.
- After making a final decision, the Chief Compliance Officer will vote each ballot.
- After voting the proxy ballots, a copy of the proxy will be maintained or, if voted electronically, an electronic confirmation of the vote(s) cast will be sent to us. Evidence of the proxy vote and supporting documentation created by us will be maintained for five years.

With respect to the voting of client proxies, we would have a conflict of interest if we are called to vote on a proxy for a company and we also:

- Manage the company's pension plan.
- Administer the company's employee benefit plan.
- Provide brokerage, underwriting, insurance, or banking services to the company.
- Manage money for an employee group.

We may also have a conflict of interest if the owner or one of our senior officers is a close relative or, or has a personal or business relationship with:

- An executive of the company.
- A director of the company.
- A person who is a candidate to be a director of the company.
- A participant in the proxy contest

If there is a known or potential conflict in voting client proxies, we will disclose all such conflicts to our applicable clients and obtain their consent before voting. Because we are responsible for monitoring and evaluating your investments, we believe that a part of the evaluation process is evaluating the investment's management and the issues that are up for vote by shareholders. Thus, we vote every proxy to the benefit of your interest. A copy of our proxy voting policies and procedures is available upon request to all of our clients.



ITEM 18: FINANCIAL INFORMATION

While we do seek and prefer discretionary authority over client securities, all client securities are held by a qualified custodian. We are unaware of any financial conditions that would hinder our ability or the ability of the qualified custodian to meet contractual commitments to you.

CONCLUSION

We value each and every client and the opportunity to share important information about our firm, business, and employees. 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 SEC disclosures can be found in Part I of Form ADV by visiting the SEC's website at www.adviserinfo.sec.gov and searching using a firm's unique CRD number. Our CRD number is 125085.

If you have any questions about any of the information contained in this brochure or if you would like to see any of the documents referred to in the brochure, please contact Norris Edmonson, Chief Compliance Officer, via telephone at 678-750-1700 or via email at Norris@beaconfa.net.

ITEM 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

We are required as a state-registered adviser to present the formal education and business background along with certain other information for the managing principals of Beacon Financial Advisers, Inc. This biographical information is presented in the proceeding pages for Norris Edmonson and Jeffrey McKnight.

**NORRIS G. EDMONSON, CPA, PFS**

1429 Business Center Drive
Conyers, GA 30094
678.750.1700

CRD#: 2954666**Certified Public Accountant:** Licensed in Georgia and Texas

The proceeding biographical information provides information about Norris Edmonson that supplements the preceding information about Beacon Financial Advisers. Additional information about Norris Edmonson is available on the SEC's website at www.adviserinfo.sec.gov.

Norris is currently 61 years of age (born in 1951). He received his Bachelor of Science in Accounting from Mississippi State University. After graduating from Mississippi State University, Norris joined the Houston, Texas office of Arthur Andersen & Co., an international CPA firm, as a member of its tax staff. Norris and his family moved to Atlanta, Georgia in 1986 where he was a partner with a firm in mid-town Atlanta and then president of his own firm. In 1997, Norris started Beacon Financial Advisers to provide his clients with objective and actionable investment and financial planning guidance. In 1998, Norris merged his firm with that of Jones & McKnight to form Jones, McKnight & Edmonson, the sister organization of Beacon Financial Advisers, to better meet the needs of his clients.

In addition to being a practicing Certified Public Accountant (CPA), Norris has received accreditation as a Personal Financial Specialist (PFS). This accreditation is currently one of a small number of specialty accreditations bestowed on successful candidates by the American Institute of Certified Public Accountants. This accreditation denotes a level of education and experience necessary to provide financial planning services to clients and is only available to Certified Public Accountants. Norris is a member of the American Institute of Certified Public Accountants (Personal Financial Planning Section), the Georgia Society of Certified Public Accountants, Gwinnett Chapter, and the National Association of Personal Financial Advisors (NAPFA), a professional association of fee-only investment advisors.

Norris, like all Beacon employees, prides himself on a strict adherence to the Fiduciary Standard and a high ethical standard. To date, Norris has not and currently does not have any disciplinary or legal actions pending or taken against him, the firm, or its employees. Neither Norris nor Beacon has been found liable in an arbitration claim nor has he or the firm been found liable in a civil, self-regulatory organization, or administrative proceeding. Norris is not currently engaged in any other business related activities, aside from Jones, McKnight & Edmonson, that would create a conflict of interest nor does he receive additional compensation from outside, unrelated business activities.

Norris spends approximately 10% of his time with the related activities of Jones, McKnight, & Edmonson, P.C. and the remainder of his professional time with activities related to Beacon Financial Advisers, Inc.

Norris and his wife, Mary, reside in Lawrenceville, Georgia and have two children and 6 grandchildren. Norris enjoys the outdoors, MSU football, and cycling.

**JEFFERY G. McKNIGHT, JD, CPA**

1429 Business Center Drive
Conyers, GA 30094
678.750.1700

Certified Public Accountant: Licensed in Georgia

BAR: Licensed to practice law in Georgia

The proceeding biographical information provides information about Jeffrey McKnight that supplements the preceding information about Beacon Financial Advisers. Jeff currently does not have a CRD number as he is not a registered representative. Jeff currently does not provide financial management services nor does he have access to client accounts or trading capabilities. Jeff serves in an administrative role tasked with assisting Norris with strategic and non-financial management related management activities.

Jeff is currently 55 years of age (born in 1955). Jeff graduated with honors from Auburn University in 1978, receiving a Bachelor of Science in Business Administration degree with a Major in Accounting. Following his undergraduate studies, he received his Juris Doctor degree from the University Of Alabama School Of Law in 1981. Jeff began his career following law school as a member of the tax department of BDO Seidman, a national/international CPA firm, where he remained until leaving to join the firm that was the predecessor to Jones, McKnight & Edmonson, P.C. Currently, he is managing partner and partner in charge of tax services for Jones, McKnight & Edmonson. He has extensive experience in working with closely held businesses and their owners as well as high net worth individuals in the development and implementation of strategies for income maximization and tax minimization.

In addition to Jeff's responsibilities as managing partner in Jones, McKnight & Edmonson, P.C., he also practices law in the firm of Jeffrey G. McKnight, P.C. in the areas of fiduciary, estate and corporate law.

Jeff is a member of the American Institute of Certified Public Accountants (AICPA), the Tax Division of the AICPA, the Georgia Society of Certified Public Accountants, the Gwinnett Chapter of the Georgia Society of Certified Public Accountants, the State Bar of Georgia, the Fiduciary Law Section of the State Bar of Georgia, The American Bar Association, and The Section of Real Property, Probate and Trust Law of the American Bar Association.

Jeff, like all Beacon employees, prides himself on a strict adherence to the Fiduciary Standard and a high ethical standard. To date, Jeff has not and currently does not have any disciplinary or legal actions pending or taken against him, the firm, or its employees. Neither Jeff nor Beacon has been found liable in an arbitration claim nor has he or the firm been found liable in a civil, self-regulatory organization, or administrative proceeding. Jeff is not currently engaged in any other business related activities, aside from Jones, McKnight & Edmonson and Jeffrey G. McKnight, P.C., that would create a conflict of interest nor does he receive additional compensation from outside, unrelated business activities.

Jeff spends approximately 90% of his time with the related activities of Jones, McKnight, & Edmonson, P.C. and Jeffrey G. McKnight, P.C. Jeff and his wife, Cindy, reside in Lilburn, Georgia. They have two sons and one grandson.