

Part 2A of Form ADV: *Firm Brochure*

Genesis Financial Advisory Services, LLC

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March 27, 2012

This brochure discloses information about the qualifications and business practices of Genesis Financial Advisory Services, LLC for the benefit of its clients and prospective clients. Please note that the terms “registered investment adviser” or “registered” do not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us.

Please note that this brochure has not been approved by the Securities & Exchange Commission or by any state securities authority. This firm is registered with the SEC and notice filed in one or more states; registration does not mean approval or verification by those regulators. More information about the firm is at Investment Adviser Public Disclosure : www.adviserinfo.sec.gov.

Item 2: Material Changes :

The SEC adopted "Amendments to Form ADV" in July, 2010. This Firm Brochure, dated March 27, 2012, is our disclosure document prepared according to the SEC's new requirements and rules. As you will see, this document is a narrative that is substantially different in form and content, and includes some new information that we were not previously required to disclose.

After our initial filing of this Brochure, this Item will be used to provide our clients with a summary of new and/or updated information. We will inform you of the revision(s) based on the nature of the updated information.

Consistent with the new rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

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Item 4 : Advisory Business

Genesis Financial Advisory Services, LLC (GFAS) is a New Jersey Limited Liability Company founded in May of 2000 and has been a Securities and Exchange Commission (SEC) registered investment advisor since 2006 with its principal place of business located in New York, NY.

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

Mark Salerno is the sole owner, President/ Managing Member and Chief Compliance Officer.

SELECTION AND MONITORING OF THIRD-PARTY MONEY MANAGERS

We offer advisory management services to our clients through our Selection and Monitoring of Third-Party Money Managers programs.

Our firm provides the client with an asset allocation strategy developed through personal discussions in which goals and objectives are established based on the client's particular circumstances.

Based on the client's individual circumstances and needs we will then perform management searches of various unaffiliated registered investment advisers to identify which registered investment adviser's portfolio management style is appropriate for that client. Factors considered in making this determination include account size, risk tolerance, the opinion of each client and the investment philosophy of the selected registered investment adviser. Clients should refer to the selected Third-Party Money Manager's Firm Brochure or other disclosure document for a full description of the services offered.

As your advisor, we'll work with you to select among the these investment platforms to implement Asset Allocation Approach(es) or combination of approaches using one, or multiple Third-Party Money Manager. The recommended investment strategy will be specifically designed for you based upon your risk and return profile and market outlook.

Because asset allocation is one of the most important components of an investment plan, the expertise of the Third-Party Money Manager is critical. Rigorous criteria is used in selecting the manager.

To be considered for selection the firm must have an investment policy committee:

- Have considerable expertise in specific approaches to asset allocation.
- Conduct substantial research across global capital markets
- Have an invest policy committee comprised of senior investment professionals
- Adhere to a defined and disciplined investment process.

GFAS has entered into agreements with third-party investment management firms Genworth Financial Wealth Management (GFWM) and Manning & Napier Advisory Advantage Company, LLC (AAC) to provide model portfolios designed to meet a particular asset allocation approach and specific investment objectives.

Once we determine the most suitable Third-Party Money Manager (s) for the client, we provide the selected adviser(s) with the client's information. The adviser(s) then creates and manages the client's portfolio based on the investment mandate chosen.

The following Portfolio Strategists firms are available on the GFWM platform as of February 2012: Callan Associates, New Frontier Advisors, Altegris Advisors, Eaton Vance Investment Managers, Goldman Sachs Asset Management, Genworth Financial Wealth Management, JPMorgan Asset Management, Litman Gregory Asset Management, Avatar Associates, Stadion Money Management, State Street Global Advisors, Adelante Capital Management, Advisory Research, Atlanta Capital Management, Davis Advisors, ING Investment Management, NFJ Investment Group, Nuveen Asset Management, Parametric Portfolio Associates, Philadelphia International Advisors, Pacific Investment Management Company (PIMCO), Rochdale Investment Management, Wellington Management Company, Dearborn Partners, Delaware Investments, Epoch Investment Partners, Evercore Asset Management, Henderson Global Investors, Levin Capital Strategies, Lotsoff Capital Management, Marvin & Palmer Associates, Ranger Investment Management and Reed, Conner & Birdwell. Each of these firms employs a unique goal specific approach to asset allocation and investment selection.

The Manning & Napier Advisory Advantage Corporation ("AAC") investment platform offers a variety of multi-asset class portfolios provides asset allocation solutions which are goal specific including Fixed Income, Defensive Growth, Growth with Reduced Volatility, Withdrawal from Total Return, Long Term Growth, Equity-Focused Blend, Equity-Oriented, Core Equity-Unrestricted, U.S. Core Equity and Core Non-U.S. Equity.

Your portfolio or combinations of portfolios are managed by the Portfolio Strategist firms on the GFWM platform or by Manning & Napier and selected based on the portfolio's goal, rather than on each client's individual objective. Clients, nevertheless have the opportunity to place reasonable restrictions on the types of investments to be held in the account. The accounts are managed on a discretionary basis by the GFWM manager selected or Manning & Napier and you retain individual ownership of all securities.

For more information regarding these platforms, refer to their Appendix 1, Disclosure Brochure, Item 4. The minimum investment required in the platform depends upon the investment chosen for a client's account, as described in more detail in the Manager's Disclosure Brochure, Appendix 1. Accounts below the stated minimums may be accepted on an individual basis at the discretion of the manager.

We monitor the performance of the selected third-party money manager(s). If we determine that a particular selected third-party money manager(s) is not providing sufficient management services to the client, or is not managing the client's portfolio in a manner consistent with the client's strategy, we may suggest that the client chose a different strategy.

Financial Planning Services

GFAS offers financial planning services. Financial planning denotes the process of determining whether and how an individual can meet life goals through the proper management of financial resources. Financial planning engagements may be comprehensive or subject specific. A financial plan may address any or all

of the following areas:

- Cash flow analysis, planning and budgeting
- Investment Planning
- Income Tax Planning
- Education Planning
- Risk management and insurance planning
- Retirement Planning
- Estate Planning
- Planning needs for Businesses and Business Owners including cash flow management, employee benefits, executive compensation and succession planning.
- Other Client specific issues

The financial planning process typically includes, but is not limited to, some or all of these six elements:

- Establishing and defining the client planner relationship
- Gathering client data and defining goals
- Analyzing and evaluating the clients current financial status
- Developing and presenting recommendations and/or alternatives
- Implementing recommendations
- Monitoring recommendations

Typically the financial plan is presented within three months provided that all the information needed to prepare the plan has been promptly provided.

If you choose to implement recommendations contained in the financial plan, you should work closely with the appropriate investment, insurance, tax, legal or other professionals. Implementation of the financial plan is entirely at your discretion.

When investment or insurance solutions are recommended there is a potential conflict of interest because GFAS advisory representatives are also licensed insurance and investment brokers. However, you are under no obligation to act upon any recommendations or to effect any transactions through your GFAS Adviser.

AMOUNT OF MANAGED ASSETS

As of February, 2012, GFAS has \$28,600,000 under management on a non discretionary basis.

Item 5: Fees and Compensation.

Selection And Monitoring Of Third-Party Money Managers

GFAS Financial Advisory Services Fees

We are paid through the third-party money manager chosen for the client's portfolio management services. Our service fee is based on a percentage of assets under management, which is included in the client's annual management fee. The portion of the advisory fee paid to us does not increase the client's ultimate advisory fee paid to the selected independent investment adviser.

Along with the information disclosing the fee contained in the new account documentation, clients are provided with a separate disclosure document as describing the fee paid to us by such independent registered investment advisers. The total asset management fee is disclosed in the third-party money manager's disclosure document.

Investment Management Services: GFWM Platforms

Accounts on the GFWM Platform are assessed a total Account Fee. This Account Fee includes the Financial Advisor's fee plus the fees for utilizing the GFWM Platform (together the "Advisory Fee"). Additionally, the Account Fee may also include fees payable to any third-party Discretionary Manager under the IMA, CMA or UMA investment solutions. Fees and compensation for using the GFWM Platform, including Discretionary Manager fee schedules, are provided in the GFWM Platform Disclosure Brochure, Appendix 1, Item 4.

After the GFWM Platform Fee is deducted from the Advisory Fee, the resulting net fees are payable to GFAS. Typically, the fee retained by GFAS is between 0.60%-1.00%.

Client fees are payable quarterly, in advance, based on assets under management. Clients may terminate GFWM accounts at any time and receive a full pro-rata refund of any unearned fees.

Portfolio	Client Fee Range
No Load Mutual Fund Accounts	1.00%-1.45% of Asset Value
Exchange Traded Fund Accounts (ETF'S)	1.00%-1.45% of Asset Value
Individual Managed Accounts (IMA)	1.00%-1.55% of Asset Value
Unified Managed Accounts (UMA)	1.00%-1.80% of Asset Value
Privately Managed Accounts	1.00%-1.80% of Asset Value

In addition, clients may pay custodial fees depending on custodian chosen, investment program and type of account. Detailed fee schedule will be provided and described more fully in your client services agreement.

Investment Management Services: Manning and Napier Advisory Advantage Corporation "AAC Platform"

Manning & Napier Advisory Advantage Corporation collects an asset-based fee, which varies by the dollar value of a client's account and/or types of securities in an account (equity, international or fixed income). Manning & Napier's annual asset-based fee with a maximum of 1.25% for accounts containing growth equity securities, and at .40% for accounts that contain primarily fixed income securities. Such fees are billed quarterly, based upon the total market value of assets under management, on the last day of each quarter. From this fee, Manning & Napier pays the GFAS its fee and processes all transactions without charging clients per transaction commissions.

Investment Management Fees to AAC

Portfolio	Client Fee Range
Growth Objectives	0.60%-1.25%
Fixed Income	0.15%-0.40%

Financial Advisory fees to GFAS

GFAS fees for advisory services range from 0.60%-1.00%

Custodial fee to Exeter Trust

Exeter trust company custodial fees range from 0.05% -.1250%

Financial Planning Services

Financial Planning engagements are offered on a fixed fee or hourly basis. Hourly fees range from \$75 to \$250 per hour. Fixed fees are negotiated based on the nature and complexity of your specific circumstances and typically range from \$1,500 to \$10,000. An exact fee will be quoted at the inception of the agreement. A retainer fee may be required and it will never be more than \$500, and will never be paid six months or more in advance. Fees are either billed monthly as work is completed or due upon presentation of the plan.

If you paid a retainer and the agreement is cancelled afterward, GFAS will calculate and send you a refund; GFAS may pro-rate the amount and levy a charge against the retainer for work already completed.

GENERAL INFORMATION

Termination of the Advisory Relationship: An advisory client will have a period of five (5) business days from the date of signing the investment advisory agreement to unconditionally rescind the agreement and receive a full refund of all fees. A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. As disclosed above, certain fees are paid in advance of services provided. Upon termination of any account, any prepaid, unearned fees will be promptly refunded. In calculating a client's reimbursement of fees, we will pro rate the reimbursement according to the number of days remaining in the billing period.

Mutual Fund Fees: All fees paid to GFAS for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may

pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

Additional Fees and Expenses: In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

Advisory Fees in General: Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

Limited Prepayment of Fees: Under no circumstances do we require or solicit payment of fees in excess of \$500 more than six months in advance of services rendered.

Item 6: Performance-Based Fees and Side-By-Side Management.

We do not charge performance-based fees.

Item 7: Types of Clients.

Typically our clients include individuals, pension and profit-sharing plans, business entities, trusts and estates. We are prepared to provide services to charitable organizations as well.

A minimum of \$50,000 of assets under management is required for this service. GFAS may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee. Although GFAS has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. At our discretion, we may accept accounts below these minimums on an individual basis. These include the complexity of the client, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, reports, among other factors. The specific annual fee schedule is identified in the contract between the adviser and each client.

Discounts, not generally available to our advisory clients, may be offered to family members and friends of associated persons of our firm.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss.

METHODS OF ANALYSIS

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

Third-Party Money Manager Analysis

GFAS introduces clients to third party investment advisors who provide discretionary management of individual portfolios of equity and/or fixed income securities. We examine the experience, expertise, investment philosophies and past performance of independent third-party investment managers offered on the investment platforms to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's underlying holdings, strategies, concentrations and leverage as part of our overall risk assessment.

A risk of investing with a third-party manager who has been successful in the past is that he/she may not be able to replicate that success in the future. In addition, as we do not control the underlying investment in a third-party manager's portfolio, there is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as we do not control the manager's daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory and reputational deficiencies.

Asset Allocation Analysis

Strategic Asset Allocation

With a target mix of equities, fixed income, and cash this approach is designed to closely track the broader investment markets. Relative market exposure and market performance are the important drivers of this strategy's risk and return results.

Tactical Constrained Asset Allocation

This approach offers the flexibility to make moderate allocation shifts from the target mix designed to take advantage of shorter term opportunities or mitigate risk. Relative market exposure and market performance will be important drivers of this strategy's risk and return results with further impact from tactical decision making.

Tactical Unconstrained Asset Allocation

With no target mix constraints this strategy removes the limits on the extent and frequency of allocation shifts, allowing for a more aggressive response to changes in market outlook. Relative market exposure will vary and, as a result, the decisions made regarding the magnitude and types of asset class exposure taken over time will be important drivers of this strategy's risk and return results.

Absolute Return Allocation

Designed not to perform in line with the broader markets this approach seeks modest returns pursued through highly active, extremely risk-sensitive management. The strategy seeks to minimize annual losses while secondarily striving to maximize total return. Returns will also be impacted by the performance of the asset classes selected.

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

INVESTMENT STRATEGIES

We use the following strategies in managing client accounts, provided that such strategy(ies) are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

Long-term purchases. We purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

- we believe the securities to be currently undervalued, and/or
- we want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

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

Item 9: Disciplinary Information.

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

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

Item 10: Other Financial Industry Activities and Affiliations.

Management personnel of GFAS are separately licensed as registered representatives of United Planners' Financial Services of America ["UPFSA"]. Mr. Salerno is a limited partner in UPFSA (less than 1%). These individuals, in their separate capacity, can effect securities transactions for which they will receive separate, yet customary compensation.

While GFAS and these individuals endeavor at all times to put the interest of the clients first as part of our fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

Management personnel of our firm, in their individual capacities, are brokers for various insurance companies. As such, these individuals are able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. Clients, however, are not under any obligation to engage these individuals when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

As previously disclosed in item 4 and 5 above, we recommend the services of various registered third-party money managers to our clients. In exchange for this recommendation, we receive a fee from the third-party manager. While the portion of the advisory fee paid to us does not increase the total advisory fee paid to the selected investment adviser by the client.

Clients should be aware that the receipt of additional compensation GFAS and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. GFAS endeavors at all times to put the interest of its clients first

as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- we disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- our firm's management conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

Upon completion of the financial plan or advisory consultation, the client may wish to implement any of our recommendations, advisor suggests their broker/dealerUPFSA for executing securities transactions, principals of the applicant will receive a commission or wrap fee. The client is under no obligation to choose UPFSA to implement securities transactions.

We are aware of the special considerations required under Rule 206(4)-3 of the Investment Advisers Act of 1940. As such, all appropriate disclosure shall be made and all applicable Federal and State laws will be observed.

Item 11: Code of Ethics / Advisory Persons' own trading and possible personal interest in our clients' trades.

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

GFAS and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

GFAS' Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity. A

copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to marksalerno@gfasllc.com or calling at 212-871-9898.

GFAS or individuals associated with our firm may buy securities for the firm or for themselves from our advisory clients; or sell securities owned by the firm or the individual(s) to our advisory clients. We will ensure, however, that such transactions are conducted in compliance with all the provisions under Section 206(3) of the Advisers Act governing principal transactions to advisory clients.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

We may aggregate our employee trades with client transactions where possible and when compliant with our duty to seek best execution for our clients. In these instances, participating clients will receive an average share price and transaction costs will be shared equally and on a pro-rata basis. In the instances where there is a partial fill of a particular batched order, we will allocate all purchases pro-rata, with each account paying the average price. Our employee accounts may be included in the pro-rata allocation.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
3. It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
4. Our firm requires prior approval for any IPO or private placement investments by related persons of the firm.
5. We maintain a list of all reportable securities holdings for our firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
6. We have established procedures for the maintenance of all required books and records.
7. All clients are fully informed that related persons may receive separate commission compensation when effecting transactions during the implementation process.
8. Clients can decline to implement any advice rendered, except in situations where our firm is granted discretionary authority.

9. All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
10. We require delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.
11. We have established policies requiring the reporting of Code of Ethics violations to our senior management.
12. Any individual who violates any of the above restrictions may be subject to termination.

As disclosed in the preceding section of this Brochure (Item 10), related persons of our firm are separately registered as securities representatives of Investment Securities Corporation and licensed as insurance agents of various insurance companies. Please refer to Item 10 for a detailed explanation of these relationships and important conflict of interest disclosures.

Item 12 :Brokerage Practices.

GFAS does not have any soft-dollar arrangements and does not receive any soft-dollar benefits.

GFAS requires that clients provide us with written authority to determine the broker-dealer to use and the commission costs that will be charged to our clients for these transactions.

These clients must include any limitations on this discretionary authority in this written authority statement. Clients may change/amend these limitations as required. Such amendments must be provided to us in writing.

As a matter of policy and practice, GFAS does not generally block client trades and, therefore, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. Additionally, our clients may not receive volume discounts available to advisers who block client trades.

Item 13 :Review of Accounts.

Selection And Monitoring Of Third-Party Money Managers

REVIEWS: GFAS will provide reviews as contracted for at the inception of the advisory relationship.

These accounts are reviewed by **Mark Salerno, President**

REPORTS: These clients should refer to the third-party money manager's Firm Brochure (or other disclosure document used in lieu of the brochure) for information regarding the nature and frequency of reports provided by that independent registered investment adviser.

Financial Planning

REVIEWS: While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Financial Planning clients unless otherwise contracted for.

These accounts are reviewed by **Mark Salerno, President**

REPORTS: Financial Planning clients will receive a completed financial plan. Additional reports will not typically be provided unless otherwise contracted for.

Item 14: Client Referrals and Other Compensation

It is GFAS's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.

Item 15: Custody

Our firm does not have actual or constructive custody of client accounts.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

Item 16: Investment or Brokerage Discretion

GFAS does not maintain discretionary authority over client accounts. For client's electing not to grant us discretionary authority over his/her account, we will implement recommendations made for the account only upon the client's consent and subject to any limitation imposed by client with respect to the transaction. The third-party money managers we utilize allow GFAS to accept or reject a planned rebalancing of a portfolio. The third party investment managers will retain discretion regarding the allocation of investments with their programs. GFAS and the client establish suitability parameters in the initial interview that are the over-riding limitation on any discretion.

Item 17: Voting Client Securities.— proxy voting practices

GFAS does not accept authorization to vote any client's proxies. This is our policy and our procedures : that we do not vote proxies. We state this in our agreement and here in these disclosures. Our firm urges our clients to read and participate in the voting process tied to the shares they own in various companies as an excellent means for our clients to become familiar with those companies in which they are invested.

Item 18: Financial Information.

As an advisory firm that maintains discretionary authority for client accounts, we are also required to disclose any financial condition that is reasonable likely to impair our ability to meet our contractual obligations. GFAS has no additional financial circumstances to report.

Under no circumstances do we require or solicit payment of fees in excess of \$500 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

GFAS has not been the subject of a bankruptcy petition at any time during the past ten years.

Part 2B of Form ADV: *Brochure Supplement*

Mark Salerno

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March 27, 2012

This brochure supplement provides information about Mark Salerno that supplements the Genesis Financial Advisory Services brochure. You should have received a copy of that brochure. Please contact Mark Salerno if you did not receive Genesis Financial Advisory Services' brochure or if you have any questions about the contents of this supplement.

Additional information about Mark Salerno is available on the SEC's website at www.adviserinfo.sec.gov

Mark Salerno

Certified Financial Planner TM

Born 1961

CRD # 1561786

Item 2 : Education and Business Background

Education

Bachelor's Degree in Business Management in 1983 from Syracuse University

Employment history, last 5 years

President/ Managing Member, Chief Compliance Officer, and Investment Advisor Representative – Genesis Financial Advisory Services, LLC, May 2000 to present.

Registered Principal & Limited Partner- United Planners' Financial Services of America from 2008-Present

Registered Representative - United Planners' Financial Services of America from December 2000 to Present

Insurance Broker - various insurance companies November 1988 to present.

Mortgage Solicitor – Premium Capital Funding May 2003 – March 2008.

The **CERTIFIED FINANCIAL PLANNERTM**, **CFP[®]** and federally registered CFP (with flame design) marks (collectively, the “CFP[®] marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP[®] certification is a voluntary certification; 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.

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 its 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 the 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.

Individuals 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 interests 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.

There are no disciplinary actions to report regarding Mr. Salerno.

Item 4. Other Business Activities.

As noted above in Part 2A, Mr. Salerno is also a registered representative of UPFSA, a broker dealer, and a licensed insurance agent. Whenever Mr. Salerno recommends either of those services to an advisory client, and he himself will be the paid provider of that recommended service, such a situation inherently creates a potential conflict of interest. As a fiduciary, Mr. Salerno must recommend only those services and products that are in a client's own best interest, free of any influence of possible gain for himself. The firm addresses this possible conflict of interest by disclosing it to the firm's clients.

Item 5. Additional Compensation.

As described in Part 2A, Mr. Salerno may receive 12(b)-1 fees from the administrative fees a client pays to a mutual fund. If he recommends the purchase of mutual funds to his advisory clients, that recommendation creates a risk for a conflict of interest, due to the 12(b)-1 fees that he may realize.

Item 6. Supervision

Mark Salerno is the Chief Compliance Officer for Genesis Financial Advisory Services and the OSJ supervisor for broker activities conducted through UPFSA. He can be reached at 212-871-9898. Mr. Salerno reviews all material investment policy changes, and conducts periodic assessments to ensure that client objectives and mandates are being met.

Item 7. State Registration requirements**A. Additional Disciplinary History**

Mark Salerno has no additional reportable disciplinary history.

B. Bankruptcy History

Mark Salerno has not been the subject of a bankruptcy petition.