

Robert Stanley Rexford
Rexford Capital, Inc.

5420 Braeburn Drive
Bellaire, Texas 77401

p : 713-838-8383

f : 713-838-8484

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1) This brochure supplement provides information about Robert Stanley Rexford (CRD # 1863055) that supplements the Rexford Capital, Inc. brochure. You should have received a copy of that brochure. Please contact Marla Williams if you did not receive Rexford Capital, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Stanley Rexford is available on the SEC's website at www.adviserinfo.sec.gov.

Even though Robert Stanley Rexford is a registered investment advisor, this attribute does not imply a certain level of skill or training.

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REXFORD CAPITAL
WEALTH MANAGEMENT

2) Educational Background and Business Experience

Robert S. Rexford (1964) has a Bachelor of Science in Economics with Financial Applications from Southern Methodist University (1987); a BBA from the Cox School of Business at Southern Methodist University. He is a Certified Financial Planner CertificantTM, a National Association of Personal Financial Advisors (NAPFA) registered Fee-Only advisor, and a member of the Financial Planning Association (FPA). He is a Texas Life and Health Insurance Counselor and has the Series 65 (Investment Advisor Exam). A description of each certification and membership to follow.

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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or 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.

Membership Requirements for NAPFA-Registered Financial Advisors:

Fiduciary Standard: The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client including:

- Always act in good faith and with candor.
- Be proactive in disclosing any conflicts of interest that may impact a client.
- Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.

Advice across Disciplines: NAPFA-Registered Financial Advisors are broadly trained to bring together and apply the separate disciplines comprising personal finance—income tax, financial position and cash flow, retirement preparation, estate planning, investments, and risk management. NAPFA-Registered Financial Advisors and their associated firms help clients by offering a full range of coordinated advice on issues surrounding a client's personal financial situation—not limiting their advice to marketable financial assets alone. NAPFA-Registered Financial Advisors work in a variety of business models to apply their approach—private wealth management, family and multi-family offices, trust departments, accounting firms, ensemble financial planning firms, and solo professional practices—where compensation is by fee-only—always. To maintain and enhance technical skill across disciplines, NAPFA-Registered Financial Advisors are committed to lifelong learning.

Education: Bachelor's degree, in any discipline from an accredited institution.

Specialized Education Requirement: As of January 1, 2010 NAPFA requires the Certified Financial Planner (CFP) credential to meet the advanced, broad-based education in financial planning requirement for new NAPFA-Registered Financial Advisors. Additionally, NAPFA will accept the CPA/PFS to meet this requirement, provided the applicant has attained the credential by taking the comprehensive exam offered by the AICPA.

Peer Review: Applicants for NAPFA-Registered Financial Advisor status may select one of three pathways for peer review:

1. Case submission. The applicant may submit a case which documents work performed for an actual client over a service cycle completed within the 12 months prior to submission. The case does not need to be written but must be documented. The case should follow NAPFA's current peer review checklist and should meet the following guidelines:
 - a. It must summarize all relevant facts and financial data for the client; identify the client's values, goals, and needs; provide a list of client problems, issues and opportunities that were addressed; summarize specific recommendations, including rationale and supporting documentation, and how the recommendations were implemented.
 - b. It must address, or document consideration of, all the following functional areas of personal finance: income tax, financial position and cash flow, retirement planning, estate planning, investments, and risk management.
 - c. It must show evidence of applying an integrated approach, tying together issues and opportunities across all of the functional areas listed above
2. Traditional written Financial Plan submission. The applicant may submit a traditional written financial plan. The plan, which must be prepared within the 12 months prior to submission, must meet the following guidelines:
 - a. The plan must apply an approach to advisory services that includes: collection and assessment of all relevant data from the client, identification of client goals,

- identification of client financial problems, provision of recommendations, assistance in implementation of the recommendations, and the offer of periodic review.
- b. The plan must address all of the following factors: income tax, cash flow, retirement planning, estate planning, investments, risk management, and any special needs planning.
 - c. The plan must be either the author's original work product or a plan created under the supervision of the applicant and should follow the current peer review checklist. It may reflect an actual client case or a fictitious case.
3. Financial Plan based on a fact pattern provided by NAPFA. The applicant may submit a traditional written financial plan using a fact pattern provided to them by NAPFA. The plan, which must be prepared within the 12 months prior to submission, must meet the following guidelines:
- a. The plan must apply an approach to advisory services that includes: collection and assessment of all relevant data from the client, identification of client goals, identification of client financial problems, provision of recommendations, assistance in implementation of the recommendations, and the offer of periodic review.
 - b. The plan must address all of the following factors: income tax, cash flow, retirement planning, estate planning, investments, risk management, and any special needs planning.
 - c. The plan must be either the author's original work product or a plan created under the supervision of the applicant and should follow the current peer review checklist. It may reflect an actual client case or a fictitious case.

Continuing Education Requirement is two-fold: 60 hours total

32 core hours include a minimum of five credit hours in each of the following core areas: Insurance & Risk Management, Investments, Income Tax Planning, Retirement Planning & Employee Benefits, Estate Planning, and Communications & Counseling; and a minimum of 2 hours in Ethics of Financial Planning. The 28 additional hours may be earned in either seven elective or five core areas.

Experience: An individual must have had at least 36 months of experience being primarily engaged in the provision of comprehensive financial planning services, which experience must have been attained within the past 60 months and must include the most recent 12 months.

Compensation by Fee Only:

NAPFA's definition of a Fee-Only Financial Planner— NAPFA defines a Fee-Only financial advisor as one who is compensated solely by the client with neither the advisor nor any related party receiving compensation that is contingent on the purchase or sale of a financial product. Neither Members nor Affiliates may receive commissions, rebates, awards, finder's fees, bonuses or other forms of compensation from others as a result of a client's implementation of the individual's planning recommendations. "Fee-offset" arrangements, 12b-1 fees, insurance rebates or renewals and wrap fee arrangements that are transaction based are examples of compensation arrangements that do not meet the NAPFA definition of Fee-Only practice. If you have questions about specific compensation arrangements, please contact the NAPFA Membership Manager.

Prohibition of certain ownership interests and employment relationships—Neither a member nor an affiliate may own more than a 2% interest in, or be employed by, a financial services industry firm (see definition below) that receives transaction based compensation as prohibited by the NAPFA standards of Membership and Affiliation. A related party (see definition below) to a member or an affiliate may not own more than a 2% interest in a financial

services industry firm that receives transaction based compensation as prohibited by NAPFA; and to whom the member or affiliate makes referrals or otherwise directs business.

Financial services industry firm includes any entity or individual that offers any type of financial service, e.g., securities broker or dealer, investment adviser, asset manager, investment company, banking institution, savings institution, trust company, mortgage bank, credit union, savings and loan association, insurance broker or dealer or agent, real estate broker or agent, commodities broker or dealer or agent. Related party means a household member with whom a member or affiliate shares income or economic benefits.

If you have questions about prohibited relationships please contact the NAPFA Membership Manager.

**Compliance with NAPFA standards and industry regulations—
Members and Affiliates**

- must abide by the NAPFA Code of Ethics, Standards of Membership and Affiliation, Bylaws, resolutions adopted by the Board and all rules set forth in the NAPFA Policies and Procedures Manual.
- agree to comply with all federal and state statutes, rules, regulations, administrative and judicial rulings, and other authorities applicable to the provision of financial planning or advisory related services.
- agree that they will make all appropriate filings, amendments and renewals as appropriate to required filings with regulatory authorities. This shall include, but is not limited to, Form ADV. As a condition of NAPFA membership, any and all Form ADV filings may be reviewed by the Membership Task Force.

Prompt notification of certain disciplinary and legal events—

Members and Affiliates have a continuing obligation to inform the NAPFA National Office, in a prompt manner and in writing, of significant disciplinary and legal events. These events include, but are not limited to, the following:

- any disciplinary inquiry or proceeding initiated by any federal, state or local civil or criminal authority or regulatory body, including any inquiry or proceeding relating to the firm with which the individual is associated;
- any disciplinary inquiry or proceeding initiated by a credentialing or membership organization or authority to which the individual is subject, e.g., Certified Financial Planner Board of Standards, State Board of Public Accountancy;
- any bankruptcy, receivership, or other type of assignment or arrangement for the benefit or protection of creditors of the individual or any entity in which the individual holds an interest of 5% or more.

The **FPA Membership** only requires payment of dues.

CFA Regular Membership

To qualify as a regular member of CFA Institute and a local society, you must:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Pass Level I of the CFA exam or pass the self-administered Standards of Practice Examination.
- Have 48 months of acceptable professional work experience in the investment decision-making process.

- Fulfill society requirements, which vary by society (find a society). Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

The **IMCA membership** only requires payment of dues.

Life and Health Insurance Counselor

"Life and health insurance counselor" means a person who for compensation, offers to examine or examines a life, accident, or health insurance policy, a health benefit plan, or an annuity or pure endowment contract to give advice or other information regarding: the policy, plan, or contract terms, conditions, benefits, coverage, or premiums; or the advisability of: changing, exchanging, converting, replacing, surrendering, continuing, or rejecting a policy, plan, or contract; or accepting or procuring a policy, plan, or contract from an insurer or health benefit plan issuer.

License Requirements

Passing the Texas Examination for Life and Health Insurance Counselor Series 14-55, 150 questions – 2.5-hour time limit, or passing the as chartered life underwriter (CLU), chartered financial consultant (ChFC), or Certified financial planner (CFP) exam. Every two years the State of Texas requires 30 hours of continuing education plus 2 hours of ethics, 50% in classroom or classroom equivalent. As of 8/31/2010 there were 523 in Texas. A person may not act as a life and health insurance counselor unless the person holds a license.

EXAMINATION. (a) An applicant for a life and health insurance counselor license must take an examination administered that includes the following:

- (1) fundamentals of life and health insurance;
- (2) group life insurance, pensions, and health insurance;
- (3) law, trust, and taxation;
- (4) finance and economics; and
- (5) business insurance and estate planning.

(b) The department may not issue a life and health insurance counselor license to a person unless the person has passed each part of the examination.

Unlike an agent's license, an appointment to act for an insurer is not a condition to the issuance of a life and health insurance counselor license.

Uniform Investment Adviser Law Examination - (Series 65) (NASAA) - 130 multiple choice questions; 3 hours testing time.

The Series 65 exam is designed to qualify candidates as investment adviser representatives. The exam covers topics that have been determined to be necessary to understand in order to provide investment advice to clients.

The Uniform Investment Adviser Law Examination consists of 130 questions plus 10 pretest questions. Applicants are allowed 3 hours to complete the examination. At least 94 (72%) of the questions must be answered correctly for an individual to pass the Series 65 exam.

The examination is conducted as a closed book test and is administered by the FINRA. Each examination question is statistically analyzed to insure reliability.

Education and Business Standards for Rexford Capital

Investment decision-makers are required to have completed a college education and have passed the Uniform Investment Advisor (Series 65) Examination or Chartered Financial Analyst (CFA) exam. All personnel providing planning advice are required to have a CPA, JD, Certified Financial PlannerTM (CFP), registered investment advisor or other relevant examinations.

3) Disciplinary Information

Robert Stanley Rexford has no disciplinary issues, neither in the past 21 years nor pending.

A. No criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which Robert Stanley Rexford

1. was convicted of, or pled guilty or nolo contendere (“no contest”) to
 - (a) any *felony*;
 - (b) a *misdemeanor* that *involved* investments or an *investment-related* business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or
 - (c) a conspiracy to commit any of these offenses;
2. is the named subject of a pending criminal *proceeding* that involves an *investment-related* business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
3. was *found* to have been *involved* in a violation of an *investment-related* statute or regulation; or
4. was the subject of any *order*, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the *supervised person* from engaging in any *investment-related* activity, or from violating any *investment-related* statute, rule, or *order*.

B. No administrative *proceeding* before the SEC, any other federal regulatory agency, any state regulatory agency, nor any *foreign financial regulatory authority* in which Robert Stanley Rexford

1. was *found* to have caused an *investment-related* business to lose its authorization to do business; or
2. was *found* to have been *involved* in a violation of an *investment-related* statute or regulation and was the subject of an *order* by the agency or authority
 - (a) denying, suspending, or revoking the authorization of Robert Stanley Rexford to act in an *investment-related* business;
 - (b) barring or suspending Robert Stanley Rexford association with an *investment-related* business;
 - (c) otherwise significantly limiting Robert Stanley Rexford’s *investment-related* activities; or
 - (d) imposing a civil money penalty of more than \$2,500 on Robert Stanley Rexford.

C. No self-regulatory organization (SRO) *proceeding* in which Robert Stanley Rexford

1. was *found* to have caused an *investment-related* business to lose its authorization to do business; or
2. was *found* to have been *involved* in a violation of the *SRO's* rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from *investment-related* activities; or (iii) fined more than \$2,500.

D. No other *proceeding* in which a professional attainment, designation, or license of Robert Stanley Rexford was revoked or suspended because of a violation of rules relating to professional conduct. If Robert Stanley Rexford resigned (or otherwise relinquished his attainment, designation, or license) in anticipation of such a *proceeding* (and the adviser knows, or should have known, of such resignation or relinquishment), disclose the event.

4) Other Business Activities

Robert Stanley Rexford has no other business activities.

A) Robert Stanley Rexford is not actively engaged in any *investment-related* business or occupation, Robert Stanley Rexford is not registered, nor has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated *person* of an FCM, CPO, or CTA.

B) Robert Stanley Rexford is not actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and no other business activity or activities provide a substantial source of the Robert Stanley Rexford's income or involve a substantial amount of the Robert Stanley Rexford's time. Other business activities represent less than 10 percent of the Robert Stanley Rexford's time and income; you may presume that they are not substantial.

Rarely a family member or close friend may ask Robert Stanley Rexford individually to serve as an executor, trustee, or other responsible financial position. He does not solicit such service, and if asked in advance he will discourage, but periodically the grantor has no reasonable alternative. If he or Marla Williams believes conflict exists we cannot work with, we will resign from such a position. He has never nor expects to spend more than 10% of his time on such philanthropic activities.

5) Additional Compensation

Robert Stanley Rexford receives no other compensation from prizes, sales awards, client referrals, sales based compensation, or new accounts.

6) Supervision

Robert Rexford is the Compliance Officer, and one of his responsibilities is to monitor firm activities and make sure it is consistent with our policies and procedures.

7) Requirements for State-Registered Advisers

A. In addition to the events listed in Item 3 of Part 2B, Robert Stanley Rexford has **not** been *involved* in any of the events listed below.

1. An award or otherwise being *found* liable in an arbitration claim alleging damages in excess of \$2,500, *involving* any of the following:

- (a) an investment or an *investment-related* business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

2. An award or otherwise being *found* liable in a civil, *self-regulatory organization*, or administrative *proceeding involving* any of the following:

- (a) an investment or an *investment-related* business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

B. Robert Stanley Rexford has been **not** been the subject of a bankruptcy petition.

