

Client Brochure – 2013

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This brochure provides information about the qualifications and business practices of Collins Advisors LLC. If you have any questions about the contents of this brochure, please contact us at 716-833-6338. 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 information about Collins Advisors LLC is also available on the SEC's website at www.adviserinfo.sec.gov

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Description of Advisory Business

Collins Advisors LLC began business in 2003 as a trusted advisor. The principal, Mary Collins, has over thirty years of investment experience. She manages client relationships and builds individual portfolios for each of her clients according to each client's investment profile. Christine Collins-Schwinger began work at Collins Advisors LLC in 2005 and is under the direct supervision of Mary. She has her own client relationships and also their portfolios.

Collins Advisors LLC manages portfolios of client assets. Investments are made primarily in equity and fixed income assets, but Exchange Traded Funds (ETFs) and mutual funds are also used in client portfolios.

Client portfolios are crafted according to each client's needs and preferences. Clients may retain control of their portfolio's composition but most clients give their agreement for the firm to make discretionary investment decisions.

Client assets under discretionary management of January first of 2013 were \$41,592,001.17.

Fees and Compensation

Collins Advisors LLC charges clients fees based on assets under management. The largest percent fee is 1.25% of total assets managed and that percentage decreases as assets managed rises on a negotiated basis. The basis fee schedule is as follows:

<u>Assets Under Management</u>	<u>Fee</u>
First \$500,000	1.25%
\$500,001 - \$1,000,000	1.00%
\$1,000,001 - \$2,000,000	0.75%
\$2,000,001 and above	Negotiable

The management fee is payable quarterly, in advance, based upon the net asset value of the account as of the last day of the preceding quarter. The first fee is payable in advance upon opening the account. Fees are deducted from client accounts and accounts closed during any quarter may obtain refunds for the time period the account is closed upon request. No other fees or commissions are charged to clients by Collins Advisors LLC.

Collins Advisors LLC primarily uses Raymond James Financial Services, Inc. as a broker, but occasionally will use the brokerage services of other firms. Clients may select another broker if they wish.

Performance-Based Fees and Side-By-Side Management

Performance-based fees and side-by-side management practices are not used by Collins Advisors LLC

Types of Clients

Collins Advisors LLC provides investment management services to individuals, trusts, corporations and pension plans. Accounts of all sizes are accepted.

Method of Analysis, Investment Strategies and Risk of Loss

Collins Advisors LLC uses fundamental and market analysis of investments. Possible investments are researched for their fit in the economic cycle and general interest and then subject to financial statement analysis. After those determinations the asset being analyzed is examined for market factor fits with the firm's investment strategy and, if appropriate, used in client portfolios. When clients transfer assets to our management the assets are not immediately sold but are examined for fit in the

portfolio we construct for the client. Assets which our firm decides do not fit the portfolio are then sold and replaced with assets that we decide will be better suited with client objectives.

Disciplinary Information

Collins Advisors LLC has never been subject to **any** disciplinary actions. None of the firm's personnel has been disciplined by the SEC nor do they have **any** criminal convictions. There are no current proceedings, nor any prior proceedings against the firm by the SEC, any other federal regulatory agency, any state regulatory agency, any foreign financial regulatory authority or any self-regulatory organization.

Other Financial Industry Activities and Affiliations

Collins Advisors LLC provides no other financial services, although Mary Collins is licensed in the State of New York as a Life and Health Insurance broker. Collins Advisors LLC uses RJFS to hold our assets. The firm has no other affiliations.

Code of Ethics, Participation or Interest in Client Transactions and Personal Training

Collins Advisors LLC takes its fiduciary duty seriously. Our basic principle is that clients come first. We always act in our client's best interest. Client's asset buy and sell orders always take precedence. We do invest for our own portfolios but our clients investment actions are executed before our own. In fact, we observe a 48 hour trading moratorium for our own portfolio before or after investment trades are made for our clients.

Collins Advisors LLC has no conflict of interest. None of us has any related party financial interests in any investment asset we use. We do invest in assets we recommend and disclose such investments to clients.

A copy of our detailed Ethics Procedures are available upon request.

Brokerage Practices

Collins Advisors LLC primarily recommends clients establish brokerage accounts with Raymond James Financial Services, Inc. (RJFS), a FINRA member. RJFS provides the firm with access to its institutional trading and operations services, which typically are not available to RJFS retail customers. These services are generally available, without cost, to financial advisory firms who maintain a minimum threshold of clients' assets with RJFS.

Services provided by RJFS to financial advisory firms include research (including mutual fund research, third-party research, and Raymond James & Associates, Inc.'s (RJA) proprietary research), brokerage, custody and access to mutual funds and other investments that are available only to institutional investors or would require a significantly higher minimum initial investment. In addition, RJFS makes available software and other technologies that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution, provide research, pricing information, quotation services, and other market data, assist with contact management, facilitate trade allocation, and assist with back-office support, record-keeping, and client reporting. RJFS also provides access to financial planning software, practice management consulting support, best execution assistance, consolidated statements assistance, educational and industry conferences, marketing and educational materials, technological and informational technology support, and RJFS corporate discounts. Many of these services may be used to service all or a substantial number of the firms' accounts, including accounts not maintained at RJFS.

RJFS is recognized as a full-service registered broker-dealer and registered investment adviser. Collins Advisors LLC has no formal relationship with RJFS for client referrals and receives no

compensation from RJFS (other than the services and arrangements described herein) for accounts opened by firm clients. On an informal basis, RJFS occasionally may make referrals to the firm as a courtesy or accommodation. Nothing of value, monetary or otherwise, is given, paid, or received in exchange for such referrals.

Clients may stipulate the use of another broker if they desire.

Review of Accounts

Client accounts are reviewed at least semi-annually. Usually client accounts are reviewed on an on-going basis but quarterly meetings are requested with clients and reviews are conducted before these requests. Changes in economic factors or the change in an individual asset's analysis trigger portfolio reviews. During client reviews the client's entire portfolio is printed and performance of the portfolio since inception and since the last review are prepared and disclosed. All individual assets in the portfolio are explained. Written notes are kept of all client meetings.

Client Referrals and Other Compensation

Collins Advisors LLC does not pay referral fees.

Custody

Collins Advisors LLC does not maintain custody of any of our client's assets. Client statements and trade confirmations are sent out by RJFS directly to clients. We provide a binder to our clients and urge them to open, review and file their statements and trade confirmations when they receive them.

Investment Discretion

Collins Advisors LLC receives discretionary authority from almost all of its clients. One client has directed us to only make investment decisions upon her instructions. All other clients direct us to make all investment decisions. We require all clients to read and sign a client agreement before we accept discretionary authority for their investment decisions.

Voting Client Securities

Collins Advisors LLC does not vote on clients securities. Clients receive proxies and other solicitations directly from RJFS.

Financial Information

Collins Advisors LLC does not require or solicit any client prepayments more than three months in advance.

Requirements for State-Registered Advisors

Mary Collins' and Christine Collins-Schwinger's educational background, business experience, and other business activities are described on our Form ADV. Performance-based fees are not used by our firm. None of the firm's personnel has been involved in any arbitration cases, nor have any members been involved in any civil, self-regulatory or administrative proceeding. No one in the firm has any non-disclosed relationships with any other security firm issuers or personnel.