

GELLER FAMILY OFFICE SERVICES LLC

Form ADV Part 2 Brochure

May 15, 2013

Item 1 – Cover Page

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This Brochure provides information about the qualifications and business practices of Geller Family Office Services LLC (“Geller”). If you have any questions about the contents of this Brochure, please contact us at 212-583-6001. 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 of an Investment Adviser does not imply any level of skill or training.

Additional information about Geller Family Office Services LLC also is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2- Material Changes

Since our update on January 30, 2013, Geller has become the investment advisor to Geller Select Alternatives LLC, a private investment partnership that invests in other private investment partnerships. An investment in Geller Select Alternatives LLC alone does not create a client/advisor relationship between Geller and the investor.

Item 3 - Table of Contents

Item 1 – Cover Page	1
Item 2 - Material Changes	2
Item 3 - Table of Contents	3
Item 4 - Advisory Business	4
Item 5 - Fees and Compensation	5
Item 6 - Performance-Based Fees and Side-By-Side Management	6
Item 7 - Types of Clients	6
Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss.	6
Item 9 - Disciplinary Information	7
Item 10 - Other Financial Industry Activities and Affiliations	7
Item 11 - Code of Ethics	7
Item 12 - Brokerage Practices	8
Item 13 - Review of Accounts	9
Item 14 - Client Referrals and Other Compensation	9
Item 15 –Custody	9
Item 16 - Investment Discretion	10
Item 17 - Voting Client Securities	10
Item 18 - Financial Information	10

Item 4 - Advisory Business

Geller Family Office Services LLC ("Geller") is a wholly owned subsidiary of Geller & Company LLC and has been registered as an investment adviser since 2005. Martin Geller is the principal owner of Geller & Company LLC.

Geller has created a wholly owned subsidiary called Geller Alternative Manager LLC that is the Managing Member of Geller Select Alternatives LLC a Delaware Company organized as a Private Fund.

Geller provides investment advisory services on asset allocation, portfolio diversification, portfolio risk management, and other general economic and financial topics. We recommend a structure for your portfolio by:

- 1) Agreeing on investment objectives after assessing your risk tolerance based on age, income, investment experience, cash flow needs, short-term and long-term investment goals, tax situation and emotional tolerance for volatility. This assessment is incorporated into a financial plan as needed. Information we need for this purpose can be gathered during meetings and interviews with you, and/or through contact with other advisors and institutions as authorized by you;
- 2) Developing an asset allocation comprised of specific strategies and, with your approval, implementing those strategies using an optimized combination of investments;
- 3) Monitoring investment performance, capital market conditions and your circumstances; and
- 4) Proactively adjusting portfolios as appropriate to reflect significant changes in any or all of the above variables.

Third-party Investment Managers

Geller deals with a limited number of clients whose circumstances are unique to them. As such, our methods of implementing investment strategies vary from client to client. When appropriate, we will provide you with the names of third party investment managers selected from our recommended list. Our list relies on information and statistics compiled by Geller's investment team, our consultants, and in some cases, the consulting entities of your brokerage firms and/or other financial services companies. We generally do not independently verify that data.

As a general matter, Geller expects that the factors that will be used to determine inclusion on our investment manager search lists will include, but not necessarily be limited to: reputation, management strength, performance record, philosophy, the continuity of management, service to clients, minimum dollar investment requirements and fees. We consider managers that use either or both fundamental and technical analysis as well as managers employing a broad range of investment strategies, including alternative investments. Third party money managers have full investment discretion and trading authority and have sole responsibility for the implementation of their portion of the investment program with respect to any account for which investment discretion has been delegated by you and

accepted by the third party manager. Geller will not place orders for transactions in your account or otherwise exercise trading authority over the account while the account is being managed by a third party manager. We deliver and encourage you to review those managers' disclosure documents for more information on their policy with regard to investment or brokerage discretion. The only limitations on the third party managers' and/or Geller's investment authority will be those limitations imposed in writing by you.

Discretionary Investment Management

Generally, Geller offers limited discretionary investment management dealing only with cash equivalents, direct obligations of the United States and its agencies, municipal bonds, exchange traded funds and/or index mutual funds, and a select list of no-load mutual funds as determined in consultation with clients.

Non-Discretionary Investment Management

All other investment management is handled: 1) on a non-discretionary basis through brokers you select; 2) on a discretionary basis by third party investment managers you select with support from our advice; or 3) on a discretionary basis with hedge fund managers accessible through Geller Select Alternatives LLC.

In addition to advice on equity and fixed income securities, Geller offers advice on alternative investments such as private equity, real estate and hedge funds which are typically organized as limited partnerships. In addition, we will advise on structured notes, the use of foreign exchange forward contracts and interest rate and equity derivatives where appropriate. Geller also advises Geller Select Alternatives LLC effective May 1, 2013.

As of May 1, 2013, Geller managed \$ 1,154,802,149 on a discretionary basis and \$449,862,650 on a non-discretionary basis.

Item 5 - Fees and Compensation

Advisory fees are established in each client's written agreement and reviewed with you prior to engaging Geller's services. Generally, we charge a fee based on assets under advisement, subject to a minimum annual fee of \$50,000. Our fees are generally invoiced in arrears on a monthly basis. You may also authorize us to directly debit fees from your accounts.

Alternatively, in limited circumstances, Geller may negotiate an annual fixed fee or hourly fees (based on its standard hourly rate and other factors including the scope and complexity of the services, the assets placed under advisement and the attention needed to manage the account).

Geller's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by you. You may incur certain charges imposed by custodians, brokers,

third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to Geller's fee. Other than the management fee received from Geller Select Alternatives LLC, Geller shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Geller considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation.

Geller's service may be terminated by either party upon written notification in accordance with the terms of your written agreement. Upon termination, the fees charged for advisory services will be pro-rated and a refund for any unearned fees will be issued. You are responsible to pay for services rendered until the termination of your agreement.

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

Geller does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 - Types of Clients

Geller provides investment advice to high net worth individuals and families. In order to engage Geller for Investment Advisory services, we require that you are a "qualified purchaser" as defined in Section 2(a)(51)(A) of the Investment Company Act of 1940. In addition to serving individuals, we also advise our clients' business interests, retirement plans, trusts and/or charitable foundations, as well as serving as investment advisor for Geller Select Alternatives LLC.

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

Although our methods may differ depending on your circumstances, generally we ground our asset allocation recommendations on a customized, comprehensive financial plan and stress-test potential strategic allocations through the imposition of historical scenarios, during which the risks of loss in securities and the potential for all asset classes to perform similarly can be observed. Such a plan also establishes the degree to which portions of the portfolio can have limited liquidity. Portfolio construction typically involves establishing a risk-appropriate allocation among cash, fixed income, global equities and alternatives, such as hedge funds where appropriate. Global equity allocations are usually indexed to varying degrees in a "core and satellite" structure. The satellite managers typically have concentrated holdings and may exhibit meaningful divergence from their benchmarks. In addition, such a plan can support selective use of alternative investments, appropriately sized to meet individual liquidity needs.

Investing in securities involves risk of loss that you should be prepared to bear. The securities and

instruments utilized by the Advisor are subject to normal market fluctuations and other risks inherent in investing in such investments and there can be no assurance that any appreciation in value will occur. Securities markets, especially foreign markets, are volatile and can decline significantly in response to adverse issuer, political, regulatory, market or economic developments. Different parts of the market can react differently to these developments and the value of an individual security or particular type of security can be more volatile than, and can perform differently from, the market as a whole. Investing in foreign securities involves additional risks, such as currency fluctuations, periods of illiquidity and price volatility.

Overall risk management focuses on the risks of failing to meet your goals and therefore our analysis is driven by tools that help manage downside deviation rather than overall portfolio volatility. This is reflected in our manager selection process which focuses on managers who exhibit above average performance in down markets. As part of our planning process, we also seek to manage investment management fees and taxes.

Item 9 - Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Geller or the integrity of Geller's management. Geller has no information applicable to this item.

Item 10 - Other Financial Industry Activities and Affiliations

Geller is a wholly owned subsidiary of Geller & Company LLC, a privately owned financial and accounting advisory and outsourcing firm. Neither our parent nor any of its affiliates offer investment products and none receive direct or indirect compensation from third parties as a result of our investment advice. Our parent's President, Martin J. Geller, is expected to spend the majority of his time on his duties other than those related to the business of Geller and has appointed a Managing Director to oversee Geller Family Office Services, LLC. Geller is located in the same principal office location as our parent and has arrangements that are material to its advisory business in that it shares certain infrastructure, technology, and research services with Geller & Company LLC.

Geller also offers CFO services for the family enterprise, accounting, tax compliance and a wide range of administrative services. Investment advisory clients are under no obligation to avail themselves of these other services.

Item 11 - Code of Ethics

To manage any potential conflicts of interest involving personal trades, Geller has established its Code of Ethics and insider trading policies and procedures. The Code of Ethics requires, among other things, that employees:

- Act with integrity, competence, diligence, respect, and in an ethical manner;
- Place the interests of clients, and the interests of Advisor above one's own personal

interests;

- Avoid any actual or potential conflict of interest;
- Comply with applicable provisions of all securities laws and regulations;
- Conduct all personal securities transactions in a manner consistent with the Code.

In order to manage compliance with the Code, Geller also requires Access Persons and related parties to report personal securities transactions on a quarterly basis, and provide Geller with a detailed summary of certain holdings (both initially on commencement of employment and annually thereafter) over which such Access Persons have a direct or indirect beneficial interest. A copy of Geller's Code of Ethics is available upon request. Employees of Geller may buy and sell the same securities that may be recommended to you. If the possibility of a conflict of interest occurs, it is our fiduciary duty to see that your interest will prevail and priority will always be given to your orders over the orders of an employee of Geller.

Item 12 - Brokerage Practices

At your request, Geller will assist you in developing a relationship with one or more brokers. We will make recommendations based on your needs and the services provided by the broker such as best execution policies, ability to execute trades in a timely and cost effective manner, margin rates, on-line access to accounts, transaction charges, consolidated reporting and access to mutual funds including share classes not available to retail purchasers. Geller seeks to obtain best price and execution quality with respect to your transactions and monitors recommended brokers on an ongoing basis.

Some clients, when undertaking an advisory relationship, already have a pre-established relationship with a broker, and they will instruct Geller to execute all transactions through that broker. In the event that you direct Geller to use a particular broker-dealer, it is understood that under those circumstances Geller will not have authority to negotiate commissions or to obtain volume discounts, and best execution may not be achieved. In addition, under these circumstances a disparity in commission charges may exist between the commissions charged to other clients. Geller may accept such instructions, provided they are in writing.

Most brokers our clients use provide us with market data and research that is generally available to their institutional clients, at no charge. Geller has also initiated relationships with the institutional divisions of both Fidelity Investments and Charles Schwab & Co., Inc. There is no requirement that you use these firms, neither of whom is affiliated with us. Both provide us with access to institutional trading, custody services, research, market data and access to mutual funds and other investments that are generally only available to institutional clients. Both Fidelity and Schwab provide us with technology that assists us in administering client accounts. At this time we are not charged for these services and our clients benefit from lower transaction costs and access to some lower cost investments than those available on Fidelity's or Schwab's retail platforms.

Accounts we manage on a discretionary basis may receive more favorable executions when purchasing or selling securities than accounts managed on a non-discretionary basis due to the fact that Geller must receive your authorization before placing a trade order. In the course of providing our services, we will execute trades for you through the broker you have selected and, if appropriate, negotiate commissions. Geller seeks to avoid or disclose any actual or potential conflicts of interests or resolve such conflicts in manner that is fair to you. We are not obligated to acquire for any account any security that we or our officers, members or employees may acquire for their own accounts or for the account of any other client.

Aggregation of client transactions allows an adviser to execute transactions in a more timely, equitable, and efficient manner and seeks to reduce overall commission charges. Geller does not generally aggregate trades, but on occasion may do so based on the case-by case circumstances where orders for the same security are necessitated on behalf of more than one client and are in the best interests of all participating clients.

Prior to execution, allocations are formulated considering many factors including client guidelines, weightings based on the account size, diversification, cash availability, and other relevant factors. There is no specific calculation that must be used to allocate orders among clients, but the outcome of the allocation system implemented is intended to result in a fair and equitable treatment of all clients. In most cases clients will receive a pro-rata allocation based on the average price obtained on the transaction.

Item 13 - Review of Accounts

Geller will provide reports on a quarterly or at least a semi-annual basis as agreed to with you. The reports will contain information regarding asset allocation, balances and performance data based on information reported to us by third parties. Additionally, you would continue to receive monthly or quarterly reports provided by your custodian or third party investment manager.

Matters that are reviewed include, but are not limited to, current market activity, economic outlooks, review and analysis of individual managers, holdings in discretionary accounts, portfolio composition, trading activity, and performance comparisons. Unique circumstances such as market fluctuations, changes in your financial circumstances, or issues with a third party investment manager may trigger more frequent reviews. A member of Geller's Investment Committee conducts all account reviews.

Item 14 - Client Referrals and Other Compensation

Geller does not compensate any third party for soliciting business.

Item 15 -Custody

You will appoint a "qualified custodian" as defined by Rule 206(4)-2 under the Investment Advisers Act of 1940 to take and have possession of the funds and securities in your accounts.

You should receive statements on at least a quarterly basis from the broker dealer, bank or other qualified custodian that holds and maintains your investment assets. Geller urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies for certain securities.

Item 16 - Investment Discretion

As reflected in the engagement letter, you may grant Geller discretionary authority to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for your particular account. When selecting securities and determining amounts, Geller observes the investment policies, limitations and restrictions you may have placed, in writing, on the account.

Item 17 - Voting Client Securities

As a matter of firm policy and practice, Geller does not have the authority and does not vote proxies on your behalf. It is your responsibility to receive and vote proxies for any and all securities maintained in your portfolios. Geller may advise you regarding such votes.

Item 18 - Financial Information

Geller has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to you and has not been the subject of a bankruptcy proceeding.