

This brochure supplement provides information about William B. Mullin that supplements the Villanova Financial Services, Inc. brochure. You should have received a copy of that brochure. Please contact William B. Mullin, President, if you did not receive Villanova Financial Services, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about William B. Mullin is also available on the SEC's website at www.adviserinfo.sec.gov.

Villanova Financial Services, Inc.

Form ADV Part 2B – Individual Disclosure Brochure

for

William B. Mullin
Personal CRD Number: 2702894
Investment Adviser Representative

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UPDATED: 3/15/2012

Item 2: Educational Background and Business Experience

Name: William B Mullin

Born: 1968

Education Background and Professional Designations:

Education:

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Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, 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. 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.

ChFC®- Chartered Financial Consultant®

ChFC® MINIMUM QUALIFICATIONS:

- Bachelor's degree or its equivalent, in any discipline, from an accredited university, this qualifies as one year of business experience
- Three years of full-time business experience is required; this three-year period must be within the five years preceding the date of the award (part-time qualifying business experience is also credited toward the three-year requirement with 2,000 hours representing the equivalent of one year full-time experience).
- Must fulfill the ChFC® seven course curriculum, as well as two additional elective courses
- Pass the exams for all required and elective courses
- Pass a background check and candidate fitness standards test. You must reveal any criminal history, pending litigation or ethical violations. The CFP board verifies all employment history, qualifications and disciplinary issues via FINRA's Central Registration Depository.

Business Background:

2002 – Present	President Villanova Financial Services
2001-2007	Financial Consultant AXA- Advisors, LLC

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

- A. VFS and Mr. Mullin, (each, an "IAR") each maintain a relationship with an independent, unaffiliated registered broker /dealer and NASD member, Cambridge Investment Research, Inc. ("Cambridge"). Cambridge is located in Fairfield, Iowa. As such, each IAR is licensed to sell securities for separate commissions based compensation, and he will receive separate, yet customary, compensation for effecting such transactions. Other fees may be charged for Services provided by Cambridge. VFS has a relationship with the payroll firm, The Payroll Factory. Such relationship stems from the fact that Mr. Mullin supervises one of the employees of the payroll firm who is a registered

representative of Cambridge. VFS does not receive any compensation from the payroll firm for Mr. Mullin's services as supervisor. VFS may also, from time to time, recommend the use of life insurance products as a part of its financial planning services. Each IAR, as a licensed insurance broker, may recommend on a fully disclosed basis a life insurance policy be purchased and may sell that policy to the client through such IAR's affiliation with numerous life insurance companies and brokers. VFS and/or each IAR may receive separate, yet customary, compensation associated with the sale of such life insurance policies. In addition, each IAR write life, accident and health insurance policies from one or more independent third party insurance companies, for Clients' of VFS, where agents of the Crump Group or another broker will broker the policies. . VFS may make different recommendations with respect to the same securities to different clients. All recommendations made by VFS are specific to each client's needs and current situation.

Error! Reference source not found.is a registered representative. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Mr. Mullin always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Villanova Financial Services in their capacity as a registered representative.

- B. William B. Mullin is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Mr. Mullin always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Villanova Financial Services in their capacity as an insurance agent.

Mr. Mullin spends 90% of his time on those activities and considers them his primary business.

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, fees, and commissions, William B. Mullin, does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Villanova Financial Services, Inc.

Item 6: Supervision

As the only owner and representative of Villanova Financial Services Inc., William B. Mullin supervises all duties and activities. William B. Mullin's contact information is on the cover page of this disclosure document.