

Uniform Application for Investment Adviser Registration

Part II - Page 1

Name of Investment Adviser: Financial Happiness LLC				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone number:
500 Lake Cook Road, Suite 350	Deerfield	IL	60015	(847) 580-4241

This part of Form ADV gives information about the investment adviser and its business for the use of clients.
The information has not been approved or verified by any governmental authority.

Table of Contents

<u>Item Number</u>	<u>Item</u>	<u>Page</u>
1	Advisory Services and Fees	2
2	Types of Clients	2
3	Types of Investments	3
4	Methods of Analysis, Sources of Information and Investment Strategies	3
5	Education and Business Standards	4
6	Education and Business Background	4
7	Other Business Activities	4
8	Other Financial Industry Activities or Affiliations	4
9	Participation or Interest in Client Transactions	5
10	Conditions for Managing Accounts	5
11	Review of Accounts	5
12	Investment or Brokerage Discretion	6
13	Additional Compensation	6
14	Balance Sheet	6
	Continuation Sheet	Schedule F
	Balance Sheet, if required	Schedule G

(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

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Potential persons who are to respond to the collection of information contained in this form
are not required to respond unless the form displays a currently valid OMB control number.

Definitions for Part II

Related Person C Any officer, director or partner of applicant or any person directly or indirectly controlling, controlled by, or under common control with the applicant, including any non-clerical, non-ministerial employee.

Investment Supervisory Services C Giving continuous investment advice to a client (or making investments for the client) based on the individual needs of the client. Individual needs include, for example, the nature of other client assets and the client=s personal and family obligations.

1. A. Advisory Services and Fees. (check the applicable boxes)

For each type of service provided, state the approximate % of total advisory billings from that service. (See instructions below.)

Applicant:

<input type="checkbox"/>	(1)	Provides investment supervisory services	_____ %
<input type="checkbox"/>	(2)	Manages investment advisory accounts not involving investment supervisory services	_____ %
<input type="checkbox"/>	(3)	Furnishes investment advice through consultations not included in either service described above	_____ %
<input checked="" type="checkbox"/>	(4)	Issues periodicals about securities by subscription	100 %
<input type="checkbox"/>	(5)	Issues special reports about securities not included in any service described above	_____ %
<input type="checkbox"/>	(6)	Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities	_____ %
<input type="checkbox"/>	(7)	On more than an occasional basis, furnishes advice to clients on matters not involving securities	_____ %
<input type="checkbox"/>	(8)	Provides a timing service	_____ %
<input type="checkbox"/>	(9)	Furnishes advice about securities in any manner not described above	_____ %

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

B. Does applicant call any of the services it checked above financial planning or some similar term?

Yes ☒ No ☐

C. Applicant offers investment advisory services for: (check all that apply)

<input type="checkbox"/>	(1)	A percentage of assets under management	<input checked="" type="checkbox"/>	(4)	Subscription fees
<input type="checkbox"/>	(2)	Hourly charges	<input type="checkbox"/>	(5)	Commissions
<input type="checkbox"/>	(3)	Fixed Fees (not including subscription fees)	<input type="checkbox"/>	(6)	Other

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date

2. Types of clients - Applicant generally provides investment advice to: (check those that apply)

<input checked="" type="checkbox"/>	A.	Individuals	<input type="checkbox"/>	E.	Trusts, estates, or charitable organizations
<input type="checkbox"/>	B.	Banks or thrift institutions	<input type="checkbox"/>	F.	Corporations or business entities other than those listed above
<input type="checkbox"/>	C.	Investment companies	<input type="checkbox"/>	G.	Other (describe on Schedule F)
<input type="checkbox"/>	D.	Pension and profit sharing plans			

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

3. Types of Investments. Applicant offers advice on the following: (check those that apply)

- | | |
|---|--|
| <input type="checkbox"/> A. Equity securities | <input type="checkbox"/> H. United States government securities |
| <input type="checkbox"/> (1) exchange-listed securities | <input type="checkbox"/> I. Options contracts on: |
| <input type="checkbox"/> (2) securities traded over-the-counter | <input type="checkbox"/> (1) securities |
| <input type="checkbox"/> (3) foreign issuers | <input type="checkbox"/> (2) commodities |
| <input type="checkbox"/> B. Warrants | <input type="checkbox"/> J. Futures contracts on: |
| <input type="checkbox"/> C. Corporate debt securities (other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| <input type="checkbox"/> D. Commercial paper | <input type="checkbox"/> (2) intangibles |
| <input type="checkbox"/> E. Certificates of deposit | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (1) real estate |
| <input type="checkbox"/> G. Investment company securities: | <input type="checkbox"/> (2) oil and gas interests |
| <input type="checkbox"/> (1) variable life insurance | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input type="checkbox"/> (2) variable annuities | <input checked="" type="checkbox"/> L. Other (explain on Schedule F) |
| <input type="checkbox"/> (3) mutual fund shares | |

4. Methods of Analysis, Sources of Information, and Investment Strategies.**A.** Applicant's security analysis methods include: (check those that apply)

- | | |
|---|---|
| (1) <input type="checkbox"/> Charting | (4) <input type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input checked="" type="checkbox"/> Other (explain on Schedule F) |
| (3) <input type="checkbox"/> Technical | |

B. The main sources of information applicant uses include: (check those that apply)

- | | |
|---|--|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines | (5) <input type="checkbox"/> Timing services |
| (2) <input type="checkbox"/> Inspections of corporate activities | (6) <input type="checkbox"/> Annual reports, prospectuses, filings with the Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input type="checkbox"/> Company press releases |
| (4) <input type="checkbox"/> Corporate rating services | (8) <input checked="" type="checkbox"/> Other (explain on Schedule F) |

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- | | |
|---|---|
| (1) <input type="checkbox"/> Long term purchases
(securities held at least a year) | (5) <input type="checkbox"/> Margin transactions |
| (2) <input type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input type="checkbox"/> Option writing, including covered options, uncovered options or spreading strategies |
| (3) <input type="checkbox"/> Trading (securities sold within 30 days) | (7) <input checked="" type="checkbox"/> Other (explain on Schedule F) |
| (4) <input type="checkbox"/> Short sales | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

5. Education and Business Standards.

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?

Yes ☒ No ☐

(If yes, describe these standards on Schedule F.)

6. Education and Business Background

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- | | |
|-----------------|--|
| • name | • formal education after high school |
| • year of birth | • business background for the preceding five years |

7. Other Business Activities. (check those that apply)

- ☒ A. Applicant is actively engaged in a business other than giving investment advice.
- ☒ B. Applicant sells products or services other than investment advice to clients.
- ☒ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

8. Other Financial Industry Activities or Affiliations. (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
- | | |
|--|--|
| <input type="checkbox"/> (1) broker-dealer | <input type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input checked="" type="checkbox"/> (3) other investment adviser | <input type="checkbox"/> (9) insurance company or agency |
| <input checked="" type="checkbox"/> (4) financial planning firm | <input type="checkbox"/> (10) pension consultant |
| <input type="checkbox"/> (5) commodity pool operator, commodity trading advisor or futures commission merchant | <input type="checkbox"/> (11) real estate broker or dealer |
| <input type="checkbox"/> (6) banking or thrift institution | <input type="checkbox"/> (12) entity that creates or packages limited partnerships |

(For each checked in box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest? Yes ☐ No ☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

Applicant Financial Happiness LLC	SEC File Number 801-69714	Date 3/11/2009
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9. Participation or Interest in Client Transactions.

Applicant or a related person: (check those that apply)

- ☐ A. As principal, buys securities for itself from or sells securities it owns to any client.
- ☐ B. As broker or agent effects securities transactions for compensation for any client.
- ☐ C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- ☐ D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- ☐ E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures, or disclosures are used for conflicts of interest in those transactions.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

- 10. Conditions for Managing Accounts.** Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services and impose a minimum dollar value of assets or other conditions for starting or maintaining an account? Yes ☐ No ☒
(If yes, describe on Schedule F)

- 11. Review of Accounts.** If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:
- A. Describe below the reviews and reviewers of the accounts. **For reviews**, include their frequency, different levels, and triggering factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

Not Applicable to the Registrant's services

- B. Describe below the nature and frequency of regular reports to clients on their accounts.

Not Applicable to the Registrant's services

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

12. Investment or Brokerage Discretion.

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

- | | Yes | No |
|--|--------------------------|-------------------------------------|
| (1) securities to be bought or sold? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (2) amount of the securities to be bought or sold? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (3) broker or dealer to be used? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (4) commission rates paid? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

B. Does applicant or a related person suggest brokers to clients?

Yes No
☐ ☒

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for product and research services received.

13. Additional Compensation.

Does the applicant or a related person have any arrangements, oral or in writing, where it:

- | | | |
|---|---------------------------------|---|
| A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients? | Yes
<input type="checkbox"/> | No
<input checked="" type="checkbox"/> |
| B. directly or indirectly compensates any person for client referrals? | Yes
<input type="checkbox"/> | No
<input checked="" type="checkbox"/> |

(For each yes, describe the arrangements on Schedule F.)

14. Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities; or
- requires prepayment of more than \$500 in fees per client and 6 or more months in advance

Has applicant provided a Schedule G balance sheet?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

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Form ADV

Continuation Sheet for Form ADV Part II

FINANCIAL HAPPINESS, LLC

801-69714

3/11/2009

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1.	Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: FINANCIAL HAPPINESS, LLC	IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
Items 1D, 3L, 4 A(5), 4B(8), 4C(7) and 7A	<p>The Registrant does not provide investment supervisory services nor financial planning services. Rather, the exclusive service provided by the Registrant is to makes its internet-based subscription service available to the public. The Registrant utilizes the services of its affiliated SEC registered investment adviser, Stevens Wealth Management, LLC (Sec File No. 801-61929) ("<i>Stevens</i>").</p> <p>A subscriber to <i>www.financial-happiness.com</i> published by the Registrant is required to execute a Subscription Agreement and acknowledge other important terms, conditions and limitations relative to his/her subscription. In so doing, the subscriber acknowledges that the subscriber maintains absolute discretion as to whether or not to follow any portion of the web site content. Registrant does not offer or provide investment implementation services, nor does it offer or provide initial or ongoing individual personalized advice (neither in person nor via the Internet.) It remains the subscriber's exclusive responsibility to review and evaluate the content and to determine whether to accept or reject any recommendation and to correspondingly determine whether any such recommendation is appropriate for a subscriber's individual situation, investment portfolio or strategy (of which the Registrant has and expresses no knowledge or opinion). The Registrant expresses no opinion as to whether any of recommendations contained on the web site is appropriate for a subscriber's personal situation, investment portfolio, strategy, financial situation, or investment objective(s).</p> <p>The Subscription Agreement shall indicate that the subscriber accepts initial delivery of the Registrant's written disclosure statement as set forth on Part II of Form ADV via the Registrant's web site at www.financial-happiness.com. Thereafter, the most current version thereof shall continuously be made available via the web site. If requested, the Registrant shall also provide a hard copy of its written disclosure statement.</p>	
Item 5	All individuals that give advice on behalf of the Registrant must have earned a college degree and/or have substantive investment-related experience. In addition, all such individuals shall have attained all required investment-related licenses and/or designations.	

Item 6	<p>Susan Virginia Stevens CRD #2511599 Born 1956</p> <p>Education:</p> <ul style="list-style-type: none"> ■ Graduated with distinction from Northwestern University, June 1979 with a Bachelor of Music ■ MBA from University of Chicago, December 1989 ■ Masters of Science, College for Financial Planning. Specializing in wealth management, 1995. ■ Chartered Financial Analyst (CFA) 1998 ■ CERTIFIED FINANCIAL PLANNER™, Practitioner 1992 ■ Certified Public Accountant (CPA) 1990 ■ Personal Financial Specialist (PFS) 2006 <p>Work experience:</p> <ul style="list-style-type: none"> ■ September 2008-present: President, Financial Happiness LLC ■ January 2000 to present: President, Stevens Wealth Management LLC ■ January 2005 to December 2007: Editor, Morningstar Practical Finance ■ September 1999 to December 2007: Director of Financial Planning, Morningstar ■ May to September 1999: Resident Financial Planner, Morningstar ■ September 1996 to March 1999: Head of Research & Development for Participant Education, The Vanguard Group <p>Sandra J. Kroll CRD #4942202 Born 1958</p> <p>Education:</p> <ul style="list-style-type: none"> ■ Bachelor of Science in Accounting, Miami University 1980 ■ Certified Public Accountant (CPA) 1982 ■ Graduate Tax Certificate, State University of New York at Buffalo <p>Work Experience:</p> <ul style="list-style-type: none"> ■ October 2008 -present: Chief Compliance Officer, Financial Happiness LLC ■ May 2007 to present: General Manager, Chief Compliance Officer, Stevens Wealth Management LLC ■ September 2004 to November 2006: Delivery Group Manager, Hewitt Associates LLC ■ February 1998 to August 2003: Director, PricewaterhouseCoopers ■ August 1988 to May 1996: Tax Manager, Freed, Maxick, Sachs & Murphy ■ July 1980 to June 1986: Senior, Price Waterhouse
Items 7C and 8C(3)	The Registrant is owned by Susan V. Stevens, CFA, CFP®, CPA who also owns <i>Stevens</i> . The Registrant shares offices and personnel with <i>Stevens</i> .
Item 9E	<p>The Registrant, in conjunction with <i>Stevens</i>, intends to implement an investment policy relative to personal securities transactions. This investment policy is part of Registrant's overall Code of Ethics which serves to establish a standard of business conduct for all of Registrant's Associated Persons that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.</p> <p>In accordance with Section 204A of the Investment Advisers Act of 1940, the Registrant also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by the Registrant or any person associated with the Registrant.</p>
Item 12A and 12B	The Registrant does not provide investment supervisory services nor financial planning services. Rather, the exclusive service provided by the Registrant is to makes its subscription based internet site available to the public on a subscription basis. " <i>Stevens</i> " general policies relative to the execution of securities brokerage transactions are set forth on its written disclosure statement, a

	<p>copy of which remains available for any subscriber or prospective subscriber upon request.</p> <p>See additional disclosure at Item 13A below.</p>
Item 13A	<p>The Registrant does not provide investment supervisory services nor financial planning services, nor does it directly receive any economic benefit from any non-subscriber. However, although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, <i>Stevens</i> (Registrant, indirectly, to the extent that any such support benefits the Registrant) may receive from a particular broker-dealer/custodian, without cost (and/or at a discount) support services and/or products, certain of which assist <i>Stevens</i> to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by <i>Stevens</i> may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by <i>Stevens</i> in furtherance of its investment advisory business operations.</p> <p>As indicated above, certain of the support services and/or products that <i>may</i> be received may assist <i>Stevens</i>' in managing and administering client accounts. Others do not directly provide such assistance, but rather assist <i>Stevens</i> to manage and further develop its business enterprise.</p> <p><i>Stevens</i>' clients do not pay more for investment transactions effected and/or assets maintained at a particular broker-dealer/custodian as result of this arrangement. There generally is not a corresponding commitment made by <i>Stevens</i> to any such broker-dealer/custodian (except as noted below) or any other any entity to invest any specific amount or percentage of assets in any specific mutual funds, securities or other investment products as result of the above arrangement. Effective March 2009 <i>Stevens</i> agrees to place at least an additional \$20 million in statement equity at Schwab within the next twelve months in exchange for the reimbursement of Transfer of Account Exit Fees for an approximate value of \$7,000 not to exceed \$7,000. These funds will be used to offset client account fees incurred on accounts transferred to Schwab. The Applicant may be influenced by this commitment in recommending that clients establish brokerage accounts at Schwab Institutional.</p> <p><u>The Registrant's Chief Compliance Officer, Sandra Kroll, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest any such arrangement may create.</u></p>
Item 13B	<p>The Registrant does not maintain any solicitor relationships. However, if a client is introduced to <i>Stevens</i> by either an unaffiliated or an affiliated solicitor, <i>Stevens</i> may pay that solicitor a referral fee in accordance with the requirements of Rule 206(4)-3 of the Investment Advisers Act of 1940, and any corresponding state securities law requirements. Any such referral fee shall be paid solely from <i>Stevens</i> investment management fee, and shall not result in any additional charge to the client. If the client is introduced to <i>Stevens</i> by an unaffiliated solicitor, the solicitor, at the time of the solicitation, shall disclose the nature of his/her/its solicitor relationship, and shall provide each prospective client with a copy of <i>Stevens</i>' written disclosure statement as same is set forth on Part II of Form ADV, including this Schedule "F", together with a copy of the written disclosure statement from the solicitor to the client disclosing the terms of the solicitation arrangement between <i>Stevens</i> and the solicitor, including the compensation to be received by the solicitor from <i>Stevens</i>.</p>