

Form ADV, Part 2B

Cover Page

This Brochure Supplement provides information about **John D. Holden, CPA / PFS, AIFA®** that supplements the Advanced Financial Strategists, Inc. ("AFS") Brochure dated 1/11/11. Please contact AFS if you did not receive our Brochure or if you have any questions about the contents of this Supplement.

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Brochure Supplement Date: 1/1/11

Item 2 – Educational Background and Business Experience

Name	Age	Post-Secondary Education / Professional Designations	Business Background
John D. Holden, CPA / PFS, AIFA®	62	BBA – Accounting, Georgia State University, 1980 CPA – 1989 Personal Financial Specialist – 1993 AIFA® - Center for Fiduciary Studies, 2008	President of AFS January 1992 – present (see below)

John received his BBA degree in accounting from Georgia State University. In the mid-seventies, he was a business analyst and marketing representative for Dun & Bradstreet, Inc. In 1979 he started his own accounting practice. John began to specialize in financial planning and investment management in 1985. He founded Advanced Financial Strategists, Inc. in 1992, and has been its President ever since.

As a **Certified Public Accountant (CPA)**, John is licensed and regulated by the Georgia State Board of Accountancy. Applicants for CPA licensure must meet sufficient requirements for education and experience and pass a national examination. John attained his CPA by meeting the following requirements: obtaining an undergraduate degree in Accounting from an accredited institution; working under the supervision of or verification by a CPA for at least two years, by providing services that involved the use of accounting, attest, compilation, management advisory, financial advisory, tax and/or consulting skills; and successfully passing the Uniform CPA Examination. In order to maintain his CPA license, John completes 80 hours of **Continuing Professional Education (CPE)** every 2 years, and 16 of those hours are focused on accounting and auditing.

John also holds a **Personal Financial Specialist (PFS)** designation, which is authorized by the **American Institute of Certified Public Accountants (AICPA)**. A PFS is a CPA who has demonstrated proficiency in financial planning. PFS credentialing requires the following qualifications: a current CPA license; 3,000 hours of personal financial planning business experience; 80 hours of personal financial planning CPE credits every 3 years; passing a comprehensive financial planning exam; and active membership in the AICPA. All AICPA members are required to follow a rigorous Code of Professional Conduct.

John serves on the AICPA's Personal Financial Specialist's (PFS) Credential Committee. The committee's charge is to promote public awareness of the PFS credential, and to encourage CPAs to obtain the PFS designation.

John obtained his AIFA® designation in 2008. The **Accredited Investment Fiduciary Analyst™ (AIFA®)** designation is authorized by The Center for Fiduciary Studies. Holders of the AIFA mark successfully complete a specialized program on investment fiduciary standards of care and ISO assessment procedures, pass a comprehensive examination, and meet the designation's continuing education and Fiduciary Code of Ethics.

John is a past director of the Georgia Society of CPAs, and is an active member of the GSCPA's Estate and Personal Financial Planning section. He is a past chair of the GSCPA's Personal Financial Planning committee and past President of the Gwinnett Chapter of the GSCPA.

Item 3 – Disciplinary Information

John D. Holden has no legal or disciplinary events to disclose.

Item 4 – Other Business Activities

John D. Holden has no other business activities to disclose.

Item 5 – Additional Compensation

John D. Holden does not receive compensation outside of his normal advisory fees, as described in AFS' Brochure, Item 5.

Item 6 – Supervision

AFS' Chief Compliance Officer, Lynn R. Gunzenhauser, monitors the advice that John provides to his clients, by discussing and reviewing John's investment recommendations with him on a regular basis. Lynn's telephone number is (770) 277-2770.

Item 7 – Requirements for State-Registered Advisers

John D. Holden has not been found liable in any arbitration claims or any civil, self-regulatory organization, or administrative proceedings. He has not been the subject of a bankruptcy petition.