

This brochure supplement provides information about Diana J. Lippa that supplements the APFS Wealth Management, Inc brochure. You should have received a copy of that brochure. Please contact Diana J. Lippa, Investment Adviser Representative if you did not receive APFS Wealth Management, Inc's brochure or if you have any questions about the contents of this supplement.

Additional information about Diana J. Lippa is also available on the SEC's website at www.adviserinfo.sec.gov.

APFS Wealth Management, Inc

Form ADV Part 2B – Individual Disclosure Brochure

for

Diana J. Lippa

Personal CRD Number: 3265350

Investment Adviser Representative

APFS Wealth Management, Inc
1040 University Avenue
Rochester, New York, 14607
(585) 461-6450
dlippa@americanportfolios.com

UPDATED: 8/30/2011

Item 2: Educational Background and Business Experience

Name: Diana J. Lipa
Born: 1975

Education Background and Professional Designations:

Education:

BS Economics, State University of New York at Plattsburgh - 2000

Business Background:

08/2011 – Present	Investment Adviser Representative APFS Wealth Management, Inc
07/2008 – Present	Registered Representative American Portfolios Financial Services, Inc.
01/2008 – Present	Investment Adviser Representative American Portfolios Advisors, Inc.
04/2008 – 06/2008	Client Analyst Goldman, Sachs & Co.
11/2007 – 03/2008	Financial Consultant Self-employed
02/2002 – 10/2007	Financial Advisor American Portfolios Financial Services, Inc.
08/2000 – 12/2001	Registered Representative E*Trade Securities Inc.

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

Diana J. Lippa is a registered representative of American Portfolios Financial Services, Inc. and investment advisor representative of American Portfolios Advisors, Inc. From time to time, she will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. APFS Wealth Management, Inc 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 APFS Wealth Management, Inc in their capacity as a registered representative.

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, Diana J. Lippa does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through APFS Wealth Management, Inc.

Item 6: Supervision

As a representative of APFS Wealth Management, Inc, Diana J. Lippa works closely with his supervisor, Robert J. Bartolotta, and all advice provided to clients is reviewed by the supervisor prior to implementation. Diana J. Lippa's contact information is on the cover page of this disclosure document.