

Senior Finance Advisor

Part 2A of Form ADV Firm Brochure

1448 NW Market St., Suite 500
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This brochure provides information about the qualifications and business practices of Senior Finance Advisor. If you have any questions about the contents of this brochure, please contact us at admin@seniorfinanceadvisor.com. 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.

Additional information about Senior Finance Advisor is also available on the SEC's website at: www.adviserinfo.sec.gov.

Item 2 Material Changes

Senior Finance Advisor has applied for registration as a registered investment adviser with the U.S. Securities & Exchange Commission in February 2021.

Item 3 Table of Contents

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

Item 4 Advisory Business

Senior Finance Advisor was founded in 2015 by Alexander Murray, CEO. In February 2021, Senior Finance Advisor registered with the U.S. Securities & Exchange Commission as a registered investment adviser.

Senior Finance Advisor refers individuals to other registered investment advisers. Senior Finance Advisor offers free tools and content to bring transparency to financial decision making. Senior Finance Advisor provides individuals and high net worth individuals (each referred to as a “User”) with an interactive, online financial advisor matching platform at www.seniorfinanceadvisor.com. The intention of Senior Finance Advisor is to match Users with third party registered investment advisers (“RIAs”) and/or investment adviser representatives (“IARs”) to assist the Users with their financial needs.

Senior Finance Advisor’s advisory services are limited to making referrals to other investment advisers. Senior Finance Advisor does not review the ongoing performance of any RIA/IAR, participate in the management of any User’s account by an RIA/IAR or provide advice regarding specific investments.

Senior Finance Advisor provides investment resources solely through its interactive website. Senior Finance Advisor is not available to Users for telephone conversations or communications. Senior Finance Advisor does not meet with Users at its offices. All support and inquiries are delivered through the Senior Finance Advisor’s website.

Senior Finance Advisor does not manage any assets. As of February 4, 2021, Senior Finance Advisor managed \$0 on behalf of any clients.

Item 5 Fees and Compensation

Senior Finance Advisor will receive a referral fee from the RIAs/IARs to whom the User was matched based on Senior Finance Advisor’s Terms and Conditions agreement between Senior Finance Advisor and the RIA/IAR. The referral fees, which are flat fees and tiered based on the User’s reported assets, are paid by the RIAs/IARs per referral, whether or not the User engages any RIA/IAR to whom the User was referred. All of the fee arrangements are mutually agreed upon between Senior Finance Advisor and the RIAs/IARs.

RIAs/IARs may pay Senior Finance Advisor different levels of fees based upon, among other factors, the fee arrangement with each RIA/IAR and whether Senior Finance Advisor transfers a client directly to an RIA/IAR via telephone. This creates a potential conflict of interest for Senior Finance Advisor as Senior Finance Advisor would have an incentive to refer clients to RIAs/IARs that pay higher levels of fees. Users will receive a disclosure statement that describes the relationship between Senior Finance Advisor and each RIA/IAR with whom the User was matched and the compensation to be paid to Senior Finance Advisor.

Senior Finance Advisor does not charge any fees to Users to use the Senior Finance Advisor platform.

However, Users may incur certain fees or charges imposed by third parties, independent from Senior Finance Advisor, in connection with their investments.

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

Senior Finance Advisor does not charge any performance fees as it does not manage any assets.

Item 7 Types of Clients

Senior Finance Advisor primarily provides investment advisory services to individuals and high net worth individuals. There is no fee or minimum level of wealth to use the Senior Finance Advisor platform.

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

Senior Finance Advisor's process for referring individuals to other investment advisers cannot ensure that those advisers will perform as desired and we will have no control over the day-to-day operations of any of the other advisers. Senior Finance Advisor would not necessarily be aware of certain activities at the other adviser, including without limitation an adviser engaging in unreported risks, investment “style drift” or even regulatory breaches or fraud.

Past performance of any RIA/IAR is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each User should understand and be willing to bear. Users are reminded to discuss these risks with the RIA/IAR they select to be their adviser, if applicable. Users should obtain risk disclosures from any RIA/IAR in which they conduct business and fully understand the risks of investing.

Item 9 Disciplinary Information

Senior Finance Advisor has no criminal or civil actions or administrative or self-regulatory organization proceedings to report.

Senior Finance Advisor encourages Users to perform their own due diligence on any RIA/IAR with whom Users partner. Senior Finance Advisor’s registration information, and those of the RIA/IAR referrals Senior Finance Advisor provides, can be found at <https://www.adviserinfo.sec.gov/>.

Item 10 Other Financial Industry Activities and Affiliations

Senior Finance Advisor and its employees do not have any relationships or arrangements with other financial services companies that pose material conflicts of interest.

Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Senior Finance Advisor has a written Code of Ethics that includes but is not limited to Prohibited Activities, Conflicts of Interest, Confidentiality, Compliance with Laws and Regulations, Reporting Violations, Training and Education, and Recordkeeping. Senior Finance Advisor's Code of Ethics is available free upon request.

Senior Finance Advisor also recommends that Users obtain and review the code of ethics of any RIA/IAR the User engages for products or services.

Item 12 Brokerage Practices

Senior Finance Advisor does not select or recommend broker dealers or custodians. However, Senior Finance Advisor does recommend RIAs/IARs, which may recommend these providers as a part of the User's relationship with that RIA/IAR. Senior Finance Advisor encourages Users to discuss brokerage practices with the RIAs/IARs they engage.

Item 13 Review of Accounts

As Senior Finance Advisor does not manage any assets, there are no accounts requiring review.

Item 14 Client Referrals and Other Compensation

Senior Finance Advisor is compensated by the RIAs/IARs as discussed in Item 5. Each RIA/IAR enters into Senior Finance Advisor's Terms and Conditions agreement outlining compensation to be paid to Senior Finance Advisor for the referrals to the RIAs/IARs.

Item 15 Custody

Senior Finance Advisor does not accept or maintain any User accounts. Therefore, Senior Finance Advisor does not have custody of any client assets.

Item 16 Investment Discretion

Senior Finance Advisor does not manage User assets. Therefore, it does not exercise any investment decision.

Item 17 Voting Client Securities

Senior Finance Advisor does not manage User assets and does not accept proxy voting authority for any User. Additionally, Senior Finance Advisor will not provide advice regarding proxy solicitations. Senior Finance Advisor does not participate in class actions on behalf of Users.

Senior Finance Advisor encourages Users to discuss proxy voting and class action policies and procedures with the RIA/IAR they engage.

Item 18 Financial Information

Senior Finance Advisor does not charge Users to use its online platform nor does it charge Users a fee of any kind. Senior Finance Advisor has never filed for bankruptcy and is not aware of any financial condition that is expected to affect its ability to meet its obligations to Users.