Professional Financial Strategies, Inc.

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Firm Brochure

Form ADV, Part 2A

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Chief Compliance Officer

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This brochure provides information about the qualifications and business practices of Professional Financial Strategies, Inc. (the "Advisor"). If you have any questions about the contents of this brochure, please contact us at (585) 218-9080 or paulhill@professionalfinancial.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. References herein to Advisor as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

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

Item 2/**Material Changes**

MATERIAL CHANGES FOR UPDATE OF SEC REGISTRATION

No material changes have been made to Advisor's Part 2A Brochure since last year's Annual Amendment filing on March 31, 2017. Advisor below has made disclosure additions and enhancements, including Advisor's Business and Fees and Compensation sections and regarding financial planning limitations, portfolios, retirement rollovers, and fee minimums.

ANY QUESTIONS: Advisor's Chief Compliance Officer, Paul Byron Hill, remains available to address any questions regarding this Part 2A, including disclosure additions and enhancements below.

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Item 4/**Advisory Business**

A. Professional Financial Strategies, Inc. (the "Advisor") is a corporation formed February 1993 in the State of New York. Advisor registered as an investment adviser in March 1993, and has been re-registered with the SEC since January 2016. Paul Byron Hill is the 100% shareholder of Advisor, who also serves as CEO and Chief Compliance Officer.

B. Advisor offers individuals and families (including their related business entities, retirement plans, testamentary trusts and estates, and certain charitable organizations) professional wealth management services. Services primarily are targeted toward "middle-class millionaires": successful professionals, executives and business owners, either preparing for retirement, already retired or their surviving spouses. Client "households" may include immediate family members or close relatives, and their business entities or qualified plans they own, direct or control.

Advisor acts as a personal chief financial officer specializing in complete retirement planning and management for clients, with a distinctive interdisciplinary consultative process for investment management, mitigating taxes, protecting assets, caring for heirs, and leaving legacies for family and charities. Advisor works closely with a professional network of experts in fields of finance, accounting, insurance, tax and law.

"Wealth management" services by Advisor integrate personal *financial planning services* and specialized *investment management services.* Advisor is compensated solely by fees paid by clients, and not by commissionable investment or insurance products or services paid by third parties.

FINANCIAL PLANNING CONSULTING

Advisor provides consultative financial planning services, specializing in personal retirement planning related to wealth management. Advisor provides financial planning consulting both for regular Clients and for immediate family members and those closely related, at Client request. Financial planning consultations are initially limited to five areas related to advanced personal planning: investment planning, income tax planning, insurance benefits planning, estate or legacy planning, and charitable giving. Financial planning consulting prioritizes concerns related to realizing the Client's ideal vision for their family's future, and achieving their hopes, goals and dreams. As an integral part of the professional wealth management process, a highly personalized financial planning strategy is developed for premier and preferred Clients over the course of the first year of the wealth management relationship, and offers review and revision annually over the duration of the advisory relationship.

Five levels of *Financial Planning Consulting* provided are:

Wealth Planning & Consulting ***(Premier Level):*** Advisor provides advanced financial planning and analysis, and coordinates with a professional network of experts, such as CPAs, attorneys, actuaries, and insurance agents, whom the Client engages. Reviewing investment policy strategy, performance benchmarking and portfolio studies are provided annually by Advisor, as well as retirement planning and management reviews. Client profiles are reviewed annually, and selected tax planning or legacy planning analyses are provided or updated periodically as necessary. Personal sessions with a senior CFP® professional with Advisor is provided at least quarterly. Consultations related to businesses are provided.

Wealth Planning & Consulting ***(Preferred Level):*** Advisor provides advanced financial planning and analysis, and coordinates with a professional network of experts, such as CPAs, attorneys, actuaries, and insurance agents, whom the Client engages. Reviewing investment policy strategy, performance benchmarking and portfolio studies are provided annually by Advisor, as well as retirement planning and management reviews. Client profiles are reviewed annually, and selected tax planning or legacy planning analyses are provided or updated periodically as necessary. Personal sessions with a CFP® professional with Advisor are provided semi-annually. Consultations related to businesses are not provided.

Financial Planning Consulting ***(Standard Level):*** Advisor provides basic financial planning and analysis, but does not directly coordinate with professionals whom the Client engages. Reviewing investment policy strategy, performance benchmarking and portfolio studies are provided annually by Advisor. Client profiles are reviewed annually. Personal sessions with a CFP® professional with Advisor are provided annually.

Retirement Second Opinion Service: ***(Introductory):*** Client engages Advisor to review their personal vision for the future and concerns related to retirement. A retirement strategy study is developed based in the Clients goals, hopes and dreams, as well as their risk preferences. Investment portfolio and tax studies are developed as reasonably necessary. An investment policy strategy suitable for the client situation is developed. While stand alone, generally this service must be completed prior to the engagement of the Advisor for any Investment Management services.

Limitations of Financial Planning & Consulting Services. Only to the extent a Client requests, Advisor may provide advanced financial planning and related consulting services regarding non-investment related matters (tax planning, insurance studies, estate planning, etc.) either inclusive of its investment management fee or separately for a fixed or hourly fees. The client retains absolute discretion over planning/consulting decisions, and is free to accept or reject any recommendation by the Advisor.

Limitations of Professional Network Recommendations. To the extent a Client requests, Advisor may recommend experts from their professional network for non-investment services. Client is not obligated to engage the services of any recommended professional. Client retains absolute discretion over any proposed engagement, and is free to accept or reject any professional's recommendation. ***Please Note:*** Advisor **does not** serve as an attorney or an accountant, and no portion of our services should be construed as such. Accordingly, we

do not provide accounting services, prepare estate planning documents, offer actuarial studies, or provide retirement plan administration. To the extent a Client requests, the Firm's associate, Kam-Lin K. Hill, CFP, may be recommended where appropriate in her individual capacity as an insurance agent.

See Item 10 disclosure. ***Please Note:*** If the client engages any professional unaffiliated with the Firm, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively against from that same professional.

Client Obligations. In performing financial planning services, Advisor shall not be required to verify any information received from Clients or from Client's personal professionals, and is expressly authorized to rely thereon. Moreover, each Client is advised that it remains their responsibility to promptly notify the Firm if there is ever any change in their financial situation or investment objectives related to reviewing/ evaluating/revising any previous recommendations and/or services. Notice to the Advisor must be provided in writing by mail or email.

INVESTMENT MANAGEMENT

Investment consulting is the foundation of Advisor's wealth management services. The Advisor provides discretionary investment advice limited to certain types of securities. Advisor is independent of any broker-dealer, insurance company, or banking institution. Custodial services are offered primary through Charles Schwab & Co. ("Charles Schwab"). Annuities, insurance, 529 or ERISA plans may be provided where appropriate variously by TIAA, Transamerica Life, Hartford Life or Dimensional Retirement Plan Services LLC. Employee retirement accounts and commercial real estate may be integrated within a Client's wealth management strategy.

Advisor offers four levels investment advisory services that may be coordinated with financial planning consulting:

- **Investment Management—*Premier Level*.** Multi-dimensional portfolio strategies structured around Client's personal investment strategy. Primary institutional-class mutual funds and ETFs will be held in Client's own custodial accounts. Where they are owned by Client, variable annuities, 529 plans and/or employer retirement plans are coordinated with the overall investment strategy. Company retirement plans and/or non-qualified stock plans typically have investing limitations. Financial Planning Consulting services are available to these Clients. Limited Standard Level investment management are provided to family members under the same Household. Premier level investment generally has a $5,000 minimum quarterly fee, which will increase as the aggregate total of Client assets advised increases or additional services are provided for financial planning consulting. Generally, up to four substantial personal sessions and four telephone/internet communications with senior staff are provided each year, including any financial planning consulting.
- **Investment Management—*Preferred Level*.** Multi-dimensional portfolio strategies structured around Client's personal investment strategy. Primary institutional-class mutual funds and ETFs will be held in Client's own custodial accounts. Where they are owned by Client, variable annuities, 529 plans and/or employer retirement plans are coordinated with the overall investment strategy. Company retirement plans and/or non-qualified stock plans typically have investing limitations. Limited Financial Planning Consulting services are available to these Clients. Limited Standard Level investment management are provided to family members under the same Household. Preferred level investment generally has a $2,500 minimum quarterly fee, which will increase as the aggregate total of Client assets advised increases or additional services are provided for financial planning consulting. Generally, up to two substantial personal sessions and two telephone/internet communications with senior staff are provided each year, including any financial planning consulting. This is only available for legacy clients beginning in 2018.
- **Investment Management—*Standard Level*.** Multi-dimensional portfolio strategies structured around Client's personal investment strategy. Primary institutional-class mutual funds and ETFs will be held in Client's own custodial accounts. No variable annuities, 529 plans and/or employer retirement plans are coordinated with the overall investment strategy. No limited Financial Planning Consulting services are available to these Clients. No investment management is provided to other family members under the same Household. Standard level investment generally has a $1,250 minimum quarterly fee, which will increase as the aggregate total of Client assets advised increases or additional services are provided. Generally, one substantial personal sessions and one telephone/internet communications with advisor staff are provided each year. This is only available for legacy clients beginning in 2018.
- **Independent Investment Managers**. Advisor may recommend certain Client assets be apportioned among unaffiliated independent "separate account" portfolio managers. For such assets, the Independent Investment Manager(s) shall have day-to-day responsibility for active discretionary management. Advisor shall render investment advisory services relative to ongoing monitoring and review of account performance, factor consistency and investment policy strategy. Advisor considerations for recommendation of any Independent Investment Manager(s) will depend on Client's investment policy: written objective(s), methodology, tax-efficiency, reputation, research, reporting, performance and pricing. Independent Investment Manager(s), if any, will separately charge an investment advisory fee, offsetting Advisor's standard fee schedule. For Dimensional Retirement Plan Services LLC for ERISA profit sharing and 401(k) plans, however, consulting fees payable to Advisor are deducted directly from participant plan accounts and have no offset for other fees.

C. **Investment advisory services are personalized within a standard management planning process** based on Client individual unique wealth and retirement goals, values, circumstances, risk preferences and tax situations. Investment advisory services employ the firm's Professional Wealth Management Process. After the initial five strategy sessions, Advisor conducts periodic management progress sessions at least annually. Portfolios are managed based on the Client's personal investment policy, and periodic repositioning is performed among investment accounts as an aggregated strategy.

Clients may, at any time impose restrictions or limitations, in writing, either regarding investing in certain securities or restricting sales of certain securities. (ERISA plans are subject to regulatory restrictions.) Such restrictions, however, must be consistent with a sensible overall investment policy strategy and be acceptable to CFP professional standards. Restrictions imposed unacceptable to Advisor may result in termination of investment management relationships.

Advisor's professional wealth management process: envisions an ideal financial future for the Client, engages Client to take control of their financial future, designs a sensible approach through informed planning, implements planning the Client commits to, and then monitors long-term progress of investment management, making appropriate adjustments as necessary. Advanced Planning goes beyond the foundation of investment management, and addresses aspects of wealth beyond money vital to a successful financial experience: wealth enhancement, wealth transfer, wealth protection and charitable giving. Advisor holds a position of trusted professional advisor, and oversees a network of professional experts in finance, accounting, tax and law.

The wealth management relationship progresses over six distinct phases:

1. **Envisionment Session:** The first meeting explores Client's values and goals to help them visualize their ideal financial future. There is a conversation whether a professional relationship with Advisor may offer substantial benefits for Client. Advisor clarifies the most likely opportunities that may potentially advance Client's vision for wealth and retirement.
2. **Strategy Commitment Session:** From the personal financial information requested from the Client, Advisor analyzes the extent of the gap between where Client is and prioritizes where they want to be. Advisor decides whether developing a wealth strategy is likely to be feasible based on pitfalls and hazards. Client makes a commitment to take action or not.
3. **Planning Strategy Sessions:** Advisor and Client agree on an investment policy for family wealth, develop a customized management process for prioritizing household spending and savings based on a defined set of financial goals, intended to preserve, protect and pass on that wealth for their family, their community and causes they care deeply about.
4. **Investment Strategy Sessions:** Client reviews and approves a complete portfolio structure for initial implementation.

   Advisor's investment management implements an aggregated portfolio using a consistent investment philosophy.

   Custodial accounts and internal and cloud platform setups are arranged, and asset transfer arrangements are completed.
5. **Advanced Strategy Sessions:** Wealth management to preserve, protect and pass on wealth involves income tax planning, insurance planning, asset protection planning and legacy planning with professional experts the client engages in conjunction with periodic management strategy sessions reviewing investment and financial planning priorities.
6. **Strategy Management Sessions:** These periodic meetings, at least annually, review the Client's vision, priorities and commitment to the retirement and legacy goals re-confirmed during their strategy planning sessions. The status of any Advanced Planning is reviewed, and coordinated by Advisor based on Client priorities or changes in their circumstances.

Client Obligations. In performing our services, Advisor shall not be required to verify any information received from the Client or from the Client's other professionals, and is expressly authorized to rely thereon. Moreover, each Client is advised that it remains their responsibility to promptly notify Advisor if there is ever any change their financial situation or investment objectives for the purpose of reviewing/evaluating/revising Advisor's previous recommendations and/or services. Notice to Advisor must be provided in writing by mail or email.

Portfolio Activity. Advisor has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, the Advisor will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when the Advisor determines that changes to a client's portfolio are neither necessary nor prudent. Of course, there can be no assurance that investment decisions we make will be profitable or equal any specific performance level(s).

THE PROFESSIONAL WEALTH MANAGEMENT PROCESS™

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Periodic
Progress Envisionment Session	Strategy Commitment Session	Planning Strategy Sessions	Investment Strategy Sessions	Advanced Strategy Sessions	Strategy Management Sessions

Retirement Rollovers—Potential for Conflict of Interest: A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If we recommend that a client roll over their retirement plan assets into an account we manage, such a recommendation creates a conflict of interest if we will earn new (or increase its current) compensation as a result of the rollover. When acting in such capacity, the Advisor serves as a fiduciary under the Employee Retirement Income Security Act (ERISA), or the Internal Revenue Code, or both. No client is under any obligation to rollover retirement plan assets to an account managed by the Advisor.

ANY QUESTIONS: Our Chief Compliance Officer, Paul Byron Hill, remains available to address any questions that a client or prospective client may have regarding the conflict of interest presented by such rollover recommendation.

Investment Risk. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including particular investments and/or investment strategies recommended or undertaken by Advisor) will be profitable or equal any specific performance level(s).

PLEASE NOTE: Use of Dimensional Fund Advisor portfolios: Many mutual funds are available directly to the public, without need to engage an investment professional as an intermediary. That is, they may be utilized and available independent of engaging Advisor. Other mutual funds, such as those issued by Dimensional Fund Advisors ("DFA"), are generally only available through a specially approved group of registered investment advisers. Advisor utilizes primarily DFA mutual funds. Thus, if the Client was to terminate Advisor's services, restrictions regarding transferability and/or additional purchases of, or reallocation among, DFA funds will apply.

Advisor's Chief Compliance Officer, Paul Byron Hill, remains available to address any questions that a Client or prospective Client may have regarding the above.

D. Advisor does not participate in a wrap fee program.

E. As of December 31, 2017, Advisor had approximately $164,401,329 in regulatory assets under management with 99 discretionary advisory Clients. $5,978,479 of assets under advisement was associated with employer retirement plans in Client Households.

Item 5/**Fees and Compensation**

A. Advisor's fee schedules are on Pages 6, 7 and 8. The fee for investment management services may include financial planning consulting services but at Advisor's sole discretion. The investment management services agreement automatically renews at the end of each calendar year. However, financial planning consulting agreement terminates at the end of each calendar year or at the end of six months, whichever is longer, and may not be renewed by Advisor.

B. Advisor's fee schedule has both fixed and variable components. There is a minimum fee for Premier, Preferred and Standard levels of service independent of total assets under management or supervised in a client household. Total household fee will increase in excess of minimum fee as calculated under Advisor's standard fee schedule. For clients requesting or requiring non-investment financial planning consulting services, Advisor may disallow possible discounts. At Advisor's discretion, depending the extent of service utilization the two previous calendar years, financial planning consulting may not be offered or only at a negotiated supplemental fee. Advisor fees are separate and independent of any attorney, accountant or other professional expert engaged by the Client, regardless whether that professional was recommended by Advisor.

Wealth management services require an *Investment Management Agreement* (IMA). Where the initial engagement begins with a *Financial Planning & Consulting Agreement* (FPC), that fee is creditable toward the initial IMA quarterly billing only (including custodial account setup fees) within 90 days of the dating of a FPC. The PFC may be a separate charge in addition to any fees for investment management services.

FINANCIAL PLANNING & CONSULTING SCHEDULE

Client Household	If Income and Net Asset Base	Annually
Professional Report	$1 million minimum	$10,000+
Professional Report II	$3 million minimum	$20,000+
Standard Level	Up to $1 million	$10,000
Preferred Level	Next $1 million+	$20,000
Premier Level	Next $3 million+	$40,000
Supreme Level	Next $5 million+	$100,000

Annual FPC fee credited toward the same calendar year Investment Management services.

FINANCIAL PLANNING CONSULTING

Advisor provides Financial Planning & Consulting (FPC) services based on the fee schedule on Page 6. This service does not provide investment management services. Financial planning services beyond those described below or in *Item 4 (B)* will not be provided without additional charge.

Wealth Planning & Consulting ***(Premier, Preferred & Standard Clients):*** Advisor's FPC fee for non-investment planning services depends on Client's combined income and net worth (excluding primary and secondary personal residences, but including company retirement plans, non-qualified plans and commercial or rental real estate properties) as follows:

The minimum for FPC services not inclusive with the Investment Management fee is $10,000. IMA Clients, beginning the third calendar year, based on a limited level of advisor meetings and communications during that time and each succeeding year, may have the FPC fee waived. FPC agreements terminate on December 31 of each year, or upon completion of specified services. The FPC services available to different levels of Investment Management client is described in *Item 4* under "Financial Planning Consulting." Including FPC services with Investment Management is at Advisor discretion.

Professional Wealth Management Report: For prospective clients meeting with Advisor through Retirement Second Opinion offers or Private Briefing events, the minimum fee for Phases 1 through 4 of the process is $10,000, and may be greater based on the Financial Planning & Consulting Schedule. A portion of the first and second quarterly fees may be credited or offset for those who engage Advisor for Investment Management services within the same calendar year.

Hourly Fees: In those limited situations where an hourly engagement may apply, the hourly rate is $500 per hour for Paul Byron Hill, CFP; $350 per hour for Kam-Lin Kok Hill, CFP; $250 per hour for all other CFPs; $125 per hour for staff. A 50% retainer is required upon engagement. Hours will not exceed those specified in Agreement without written approval. This is generally intended for supplemental planning and implementation services for Client or their related persons. The unused portion of any retainer will be refunded or credited.

Advisor provides only very limited advice regarding hedge funds, limited partnerships or real estate businesses, private equity ventures or business valuations. In such matters, clients are generally referred to a specialist, and is solely responsible for those fees.

If a Client requests termination of their advisory engagement within a calendar year when substantial FPC services were provided up to that date, FPC schedule fees will apply if greater than cumulative IMA fees payable to time of request.

Opening Investment Accounts: Opening custodial accounts with Charles Schwab, Hartford 529 plans, annuities or life insurance plans are subject to charge. Fee includes integrating accounts with portfolio management reporting systems.

Fees: Advisor may charge $500 for each Charles Schwab account, or $250 per account for non-Schwab accounts. The minimum fee for advising any variable life insurance policy, however is $1,000; and increases at $1,000 per $100,000 of insurance for non-term policies, including those with TIAA Life. Most other insurance is referred to a network specialist.

INVESTMENT ADVISORY MANAGEMENT

For investment advisory management services, Advisor's advisory fee (between 0.20% and 1.50%) is based upon an annual percentage (%) of the market value and location of assets placed under supervision. Fee schedules on this page are subject to household minimums ($2,500 quarterly for "Preferred" level and $5,000 quarterly for "Premier" level services):

1. **Investment Management—*Custodial Accounts.*** This investment management fee schedule on Page 7 applies to aggregated accounts custodied with Charles Schwab & Co. under a single master household. Non-spousal accounts with different taxpayer identification numbers begin at the first $100,000 rate but are not subject to the minimum fee.

   Fees between $100,000 up to $1 million *may be reduced up to 20 bps annually at sole discretion of Advisor* after the first two full calendar years. An adjustment is allowed both when substantially all Client investible assets (at least 95%, the balance held in bank deposits or equivalent) are subject to billing, and when Client's with *Financial Planning Consulting Agreement* have maintained a minimal level of personal meetings and communications for the prior two calendar years.

   Advisor's investment advisory fee is further negotiable at our discretion, depending upon objective and subjective factors including but not limited to: the amount of assets to be managed; portfolio composition; the scope and complexity of the engagement; the anticipated number of meetings and servicing needs; related accounts; future earning capacity; anticipated future additional assets; the professional(s) rendering the service(s); prior relationships with us and/

CUSTODIAL ACCOUNTS: INVESTMENT MANAGEMENT SCHEDULE

Aggregate Advisory Assets Managed	Per Quarter	Annualized Rate
First $100,000	0.375%	1.50%
Next $900,000 to $1 million	0.250%	1.00%
Next $1 million to $5 million	0.200%	0.80%
Next $5 million to $10 million	0.175%	0.70%
Next $5 million to $15 million	0.150%	0.60%
Next $10 million to $25 million	0.125%	0.50%
More than $25 million	0.100%	0.40%

Subject to minimum annual fee for level (prorated quarterly). Fees may be negotiable for the first $1 million after two calendar years under certain conditions.

NON-CUSTODIAL ACCOUNTS: INVESTMENT MANAGEMENT SCHEDULE

Aggregate Advisory Assets Supervised	Per Quarter	Annualized Rate
First $1 million	0.250%	1.00%
Next $1 million to $5 million	0.150%	0.60%
Next $10 million to $15 million	0.125%	0.50%
Next $10 million to $25 million	0.100%	0.40%
Next $25 million to $50 million	0.075%	0.30%
More than $50 million	0.050%	0.20%

Subject to minimum annual fee for level (prorated quarterly). These fees coordinate with the custodial Investment Management Schedule on page 7.

or our representatives, and negotiations with the client. As a result of these factors, similarly situated clients could pay different fees, the services to be provided by Advisor to any particular client could be available from other advisers at lower fees, and certain clients may have fees different than those specifically set forth above. For instance, for managed assets held with Schwab Trust Company with trustee fees, those will offset the Schedule of fees on Page 7.

2. **Investment Management—*Non-Custodial Accounts*.** This investment management schedule applies to employer retirement plans (not custodied with Charles Schwab & Co.) and variable/ fixed annuities. Non-custodial accounts are coordinated with Charles Schwab custodial accounts, and fees are calculated "on top of" any custodial account calculations. These fees are credited toward any household minimums. Fees for assets held through Dimensional Retirement Plan Services LLC plan will begin at 0.80% annualized for the first $1 million, and then reduce based on the Schedule or as negotiated.

B. Clients may pay advisory fees deducted from the corresponding custodial accounts or pay directly. Billings are quarterly in advance per the *Investment Management Agreement*. Billings are based upon the market value of the assets on the last business day of the previous quarter, subject to service-level minimums. Broker-dealer/custodial agreements authorize debiting accounts proportionally for the annualized fee (ordinarily one-fourth of the annualized rate quarterly in Client billing statements) and to directly remit that investment advisory fee deducted to Advisor in compliance with certain regulatory procedures where Client is not paying Advisor directly.

Where fees are payable for non-custodial accounts or to adjust for a minimum quarterly fee, those fees will first be deducted from qualified custodial accounts, and then from non-qualified custodial accounts. Where spouses hold mutual powers of attorney for household custodial accounts, any such account may be debited for fees due. The Client may request in writing that fees be deducted from a specific custodial account. For Clients customarily paying advisory fees directly, when fees remain unpaid thirty days from the beginning of the quarter, custodial accounts will be directly debited. Supplemental fees under a *Financial Planning Consulting Agreement* may be debited from custodial accounts with the prior written permission of Client.

C. As discussed in *Item 12*, unless the Client directs otherwise or circumstances dictate, Advisor recommends that Charles Schwab and Co., Inc. ("Charles Schwab") serve as the broker-dealer/custodian for investment advisory assets. Charles Schwab charges brokerage commissions and/or transaction fees for effecting securities transactions (i.e. transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). Charles Schwab's maximum internet mutual fund transaction fee for Advisor is $50, maximum stock or ETF commission is $12.95 ($4.95 if account over $1 million). In addition to all these fees, Clients will also incur charges imposed at the fund level with all mutual fund and exchange traded funds (e.g. regular management fees and other maintenance expenses). Dimensional Fund Advisors institutional-class mutual fund charges may range from .08% to .73% annualized.

529 college plans and deferred annuities have maintenance and expense charges at the account level in addition to fund expenses. Hartford Life Insurance (WV SMART529 Select) ranges from .59% to .72% annually including mutual fund charges. Transamerica Life (NY) charges .65% annual M&E charge plus a $30 annual policy charge excluding mutual fund management fees. TIAA charges .33% annual M&E with no annual policy charges in addition to mutual fund charges.

D. Advisor's annual management investment advisory fee shall be prorated and paid quarterly, in advance, based upon quarterly beginning account balances. A minimum annual fee, prorated and paid quarterly, applies to "Premier", "Preferred" and "Standard" level clients only as described in *Item 4 (B)*. The minimum fee, when applicable, is wholly offset based on calculations from Investment Management Schedules also found in *Item 4 (B)*.

Advisor, in its sole discretion, may charge a lesser investment management fee and/or reduce or waive its annual minimum fee based on certain criteria (i.e., anticipated future additional assets, dollar amounts to be managed, anticipated future earnings capacity, related family accounts, length of historical relationship, account composition, anticipated services required, etc.). Certain adjustments based on non-marital household accounts included may not be applied equally to all family members

Please Note: Clients subject to the annual minimum fee may pay an effective higher percentage fee than the annual fee percentage referenced in the above Investment Management fee schedules.

The Investment Management Agreement between Advisor and Client will continue in effect until terminated by either party by written notice in accordance with the terms of the *Investment Management Agreement*. As of the date of termination, the Advisor shall refund a pro-rated portion of the advanced advisory fee deducted based upon remaining days in the billing quarter. Charges related to services provided in that calendar year related to any services provided under a *Financial Planning Consulting Agreement* shall not be refunded, and may leave a balance due.

E. Neither Advisor nor its representatives accept compensation (commissions) from the sale of securities or other investment related products for performing investment advisory services.

Disclosure Statement. A copy of the Advisor's written Disclosure Brochure as set forth on Part 2A of Form ADV shall be provided to each Client prior to, or contemporaneously with, the execution of the *Investment Management Agreement* or *Financial Planning Consulting Agreement*.

Disclosure for Certified Financial Planners™: Clients have the right to ask at any time about compensation arrangements regarding any Advisor employee who is a CFP® designee.

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

Neither the Advisor nor any supervised person accepts performance-based fees.

Item 7/**Types of Clients**

Advisor's clients are primarily households of high net worth individuals and their immediate family members. Private business entities, small retirement plans, family trusts, estates and charities associated with those households are also clients. A small portion of clients are individuals. Advisor does not serve investment companies, insurance companies, banks, hedge funds, sovereign wealth funds, or public company and governmental entity retirement plans.

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

A. Methods of Analysis

Fundamental analysis identifies dimensions of risk and *expected* return. Advisor "structures" portfolio allocations based on rigorous theoretical and empirical research and a consistent investment philosophy. The "Fama/French" multifactor model offers a simple and elegant framework for portfolio design, analysis and investment discipline. A core principle of our philosophy is the belief that current market prices contain reliable information about systematic differences in expected returns in equities and fixed income securities. The multidimensional model brings order and clarity to the investing process—isolating and explaining forces that drive persistent and pervasive returns in equity and fixed income markets. This guides our periodic multi-factor portfolio repositioning, without market timing, coordinated across all client accounts.

Advisor relies on multiple information sources that include financial publications, research materials, subscription services and internet resources, such as Morningstar Direct and Schwab Advisor Services, but primarily Dimensional Fund Advisors research, resources, analytical tools, and consultants.

Investment Strategies

Decades of leading economic research point to systematic differences in expected returns of stocks and bonds. Consequently, Advisor structures asset allocations around dimensions of returns which are sensible, backed by empirical research, and cost-effective to capture in diversified portfolios for planning long-term strategies for clients.

Advisor structures strategies based on academic research rather than on speculation or commercial indexes. Prudent investing is a rational process. It involves deciding how much risk to take, then selecting asset classes appropriate to the client's risk-return trade-off for their investment policy. How a portfolio is exposed to risk—which asset classes are held and in what proportions—drives its expected return. The client's asset class allocation primarily determines planning outcomes over the long term. Advisor recommends globally allocated, broadly diversified portfolios to more reliably achieve retirement and legacy goals, with an emphasis on wealth preservation and asset protection.

Our investment strategy is founded on the fundamental beliefs: *(1) Securities are fairly priced in liquid and competitive markets, (2) diversification is essential,* and *(3) investing involves trading off risks and cost with expected returns.* Differences in return among equity strategies are largely determined by relative exposure to four statistical factors or "dimensions": the market, company size, relative price and profitability. Relying on current market prices to sort based on dimensions of return, multi-factor strategies have greater likely upside relative to the market.

Stocks offer higher expected returns than fixed income securities such as bonds due to a higher perceived risk of market price volatility. Economists believe that small cap and value stocks will tend to outperform large cap and growth stocks over time because markets discounts equity prices to reflect differences in underlying risk factors. And more profitable companies will tend to sell for higher prices than less profitable companies simply due to greater expected future cash flows.

Advisor allocates broadly diversified mutual fund and ETF equity strategies that offer dimensional factor exposure to these sources of expected returns. By focusing on risks with higher expected returns and minimizing those without, investing strategy chooses how much of those risks an investor should bear relative to their preferences, needs and goals, and then seek to minimize risk and costs. Selecting

DIMENSIONAL ALLOCATION STRATEGIES FOR PLANNING EXPECTED RETURNS

EQUITIES

Market
Equity premium – stocks vs bonds

Company Size
Small cap premium – small vs large companies

Relative Price[1]
Value premium – value vs growth companies

Profitability[2]
Profitability premium – high vs low profitability companies

FIXED INCOME

Term
Term premium – longer vs shorter maturity bonds

Credit
Credit premium – lower vs higher credit quality bonds

1. Relative price as measured by the price-to-book ratio; value stocks are those with lower price-to-book ratios.

2. Profitability is a measure of current profitability, based on information from individual companies' income statements.

diversified mutual fund equity portfolios engineered around return sources generates opportunities expected to add substantial value from deviations relative to index-style market cap weighting strategies.

Fixed income strategies have two primary factors: term and credit quality. Liquidity, current and future income goals, risk tolerances, and tax situation are considered in asset allocation. Within defined term and credit quality ranges, fixed income portfolio allocations are structured to efficiently balance risks, costs, and other tradeoffs. Dimensional mutual fund strategies can add value and control risk through yield curve and credit spread-aware designs that take advantage of a globally diverse universe of bonds, while seeking to improve results by patient trading techniques intended to keep costs lower.

Risk of Loss

Investing in securities always exposes investors to possible risk of loss. Past performance is no a guarantee of future results. clients may lose money, regardless how long they may be invested. Different types of investments involve varying degrees of risk. It should not be assumed that future performance of any investment or strategy of Advisor will be profitable or equal historic past performance levels or suggested in an investment policy or retirement planning analysis provided to the client.

Investing risk does not decrease over time. Results and long-term outcomes may be affected by unforeseen economic, political, social as well as market information or behavorial issues that could negatively impact client or Advisor's decision-making ability.

Investing risks with any investment management strategy may be divided into two broad categories:

Nonsystematic Risks

- **Company or Business risk:** The impact that poor management decisions and internal or external situations can have on company performance and their securities.
- **Credit or Default risk:** The possibility that a bond issuer won't pay interest or principal as scheduled or in full. Deferred annuities of insurance companies also have credit risk regardless of company "guarantees".

Diversification can reduce systematic risk by increasing the number of underlying securities held in a portfolio. However, diversification never eliminates non-systematic investment risk, and the risk of losing money.

Systematic Risks

- **Market risk:** Security prices are always uncertain and may lose money in response to new information and speculation constantly becoming known to market participants.
- **Interest-rate risk**: Value of fixed income securities may decline due to changes in interest rate changes. When interest rates may increase, existing bonds decline in price.
- **Inflation risk:** Unexpected increases in the prices of goods and services will cause of loss of buying power from a decline in the value of money over time.
- **Currency risk:** Changes in the exchange rate between foreign currencies and the US dollar may increase or decrease returns of investments not denominates in US dollars.
- **Liquidity risk:** Inability to buy or sell a security or investment quickly for a price close to the true underlying value due to the "thinness" of trading at a particular time or market.
- **Sociopolitical risk:** Instability or unrest from wars, social instability, pandemics or governmental turmoil may affect investment markets in a region or markets globally.

Asset class allocation, like diversification, is an accepted risk management technique. Investors with an investment policy and allocated portfolios are more likely to maintain disciplined through market cycles. Dimensionally structured asset class allocations further diversifies systematic risks. Risks specific to investors and their behavior still include: longevity risk, withdrawal risk, savings risk, spending risk, and solvency risk of retirement benefit plans.

B. Advisor's investment strategies and methods of analysis do not present significant or unusual risks. The investment management process primarily employs mutual funds and ETFs as opposed to selecting individual securities and depending on trading activities.

The mutual fund industry has rules and regulations designed to benefit investors. Mutual funds are principally regulated by the Securities and Exchange Commission (SEC) under several laws including the Securities Act of 1933, Securities Exchange Act of 1934, which established the SEC, and the Investment Company Act of 1940. These laws regulate the formation and activities of mutual funds as well as mutual fund investment advisers, principal underwriters, directors, officers, and other parties providing services to the fund.

The rules of the regulated mutual fund industry are intended to protect investors, and it's essential that investors take full advantage of the available information and make decisions based on careful analysis in consultation with a financial advisor. Dimensional Fund Advisors only sells fund shares through select financial advisors who purchase or redeem fund shares through an investor custodian who has a responsibility to the investor and is an independent entity separate from the other parties in the process, compiling account information for shares bought and sold for each client independently of the financial advisors.

Advisor's method of analysis has inherent risks. For an informed analysis Advisor must have access to accurate market information. Advisor has no control over the timing or dissemination rate of market or security information; therefore certain analyses may be compiled with inaccurate information, limiting the value of Advisor's analysis. There can be no assurances that any investing methodology will materialize into profitable investment strategies within a client's planning horizon, if at all under certain extreme conditions. Furthermore, no promises or assumptions can be made that Advisor's services will provide a better return than any other investment strategy. Advisor does not represent, warrantee or imply that the services or methods of analysis used by Advisor can or will predict future results, identify market tops or bottoms, or insulate clients from losses due to market turbulence or corrections.

Advisor's concentration on multifactor asset allocation strategies has special inherent risks and limitations. For example, multifactor strategies may require longer time periods to reliably evaluate performance advantages relative to index management or traditional active management strategies. client's commitment to their investment management strategy for extended periods, including periods of market turmoil, is critical for positive expected outcomes, but personal circumstances (employment or health), tax or legal situation, or emotional tolerance may adversely change during that investing period.

C. Advisor constructs investment portfolios primarily among institutional-class mutual funds from Dimensional Fund Advisors. However, exchange-traded funds ("ETFs"), closed-end funds, individual equity and fixed income securities transferred from predecessor custodians, and deferred annuities may be employed depending on individual circumstances. Portfolio allocations are coordinated among multiple client accounts and company retirement plans. Employer qualified and non-qualified plans restrict investment alternatives. Regulated investment vehicles like mutual funds are considered to pose no unusual risks. Advisor does not utilize "hedge" funds, option contracts, futures contracts or any form of non-tradable limited partnerships.

PLEASE NOTE: Use of Dimensional Fund Advisor Portfolios. Advisor purchases mutual funds through Dimensional Fund Advisors ("Dimensional") for custodial accounts and certain variable annuities. Dimensional funds are available only through pre-approved registered investment advisors. Accordingly, upon termination of Advisor, Dimensional funds may be necessary to sell unless transferred to another custodian or advisor approved by Dimensional Fund Advisors. In the event client desires to maintain Dimensional funds, new shares may not be purchased by client through the custodian.

Item 9/**Disciplinary Information**

The Advisor or its representatives have not been the subject of any disciplinary actions.

Item 10/**Other Financial Industry Activities and Affiliations**

A. Neither the Advisor, nor its representatives, are registered or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

B. Neither the Advisor, nor its representatives, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.

C. (8) **Licensed Insurance Agents.** Kam-lin K. Hill, a related person may share in commissions or other compensation normally payable to an agent if insurance or annuities are recommended and purchased.

Conflict of Interest: The recommendation by either Advisor or its representatives that a Client purchase a commission product presents a ***conflict of interest***, as the receipt of commissions may provide an incentive to recommend products based on commissions received, rather than on a Client's need. No Client is under any obligation to purchase any commission products from any persons, and implementation is entirely at Client's discretion.

D. Advisor has no agreements with other Investment Advisors other than Dimensional Retirement Plan Services, LLC, but may establish such agreements in the future.

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

A Advisor maintains an investment policy relative to personal securities transactions. This investment policy is part of Advisor's overall Code of Ethics, which serves to establish a standard of business conduct for all of Advisor's Investment Advisory Representatives that is based upon fundamental principles of openness, integrity, honesty and trust. A copy is available upon request. In accordance with Section 204A of the Investment Advisers Act of 1940, the Advisor also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by the Advisor or any person associated with the Advisor.

B. Neither Advisor nor any related person of Advisor recommends, buys, or sells for Client accounts, securities in which the Advisor or any related person of Advisor has a material financial interest.

C. Advisor and/or its representatives can buy or sell certain securities (stocks, bonds and similar securities) that may be recommended to Clients. This practice can create a situation where Advisor and/or its representatives are in a position to materially benefit from sale or purchase of those securities, creating a conflict of interest. Practices such as "scalping" (i.e., whereby owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon rise in market price following the recommendation) could take place if Advisor did not have adequate policies in place to detect such activities. In addition, this requirement can help detect insider trading, "front-running" (i.e., personal trades executed prior to those of the Advisor's Clients) and other potentially abusive practices.

Advisor has a personal securities transaction policy and procedures in place to monitor the personal securities transactions and securities holdings of each of Advisor's "Access Persons." Advisor's securities transaction policy requires that Access Person of the Advisor must provide the Chief Compliance Officer or his/her designee with a written report of the their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date the Advisor selects. (However in the event Advisor ever has only one Access Person, submitting such securities reports is not required.)

D. Advisor and/or its representatives *may* buy or sell certain securities, at or around the same time as those securities are recommended to Clients. This practice could create a situation where the Advisor and/or its representatives are in a position to materially benefit from the sale or purchase of those securities, a conflict of interest. As indicated above in *Item 11 (C)*, Advisor has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each Access Person.

Additionally, each Access Person must provide quarterly transaction reports within thirty days after the end of each calendar quarter.

Exceptions: (1) Advisor's investment policy recognizes that certain securities purchased and sold on behalf of Clients trade in sufficiently broad markets to permit transactions to be completed without any appreciable impact on markets of those securities. Under such circumstances exceptions may be made to the policies stated above; records of those trades, including the reasons for the exceptions, will be maintained with records in the manner set forth above. As a matter of Advisor policy, Access Persons are not allowed by Advisor to trade individual stocks or bonds that could conceivably create a conflict of interest. In any case, if ownership of such securities occurs due to unforeseen circumstances, any Access Persons will be "last in" or "last out" for the trading day.

(2) Interests of Advisor's Access Persons often correspond with those of Clients, and Advisor invests in the same Dimensional mutual funds as they recommend to Clients. Open-end mutual funds and/ or variable annuity subaccounts are purchased or redeemed at a fixed net asset value price per share specific to the date of purchase or redemption. Such transactions by Access Persons are relatively small and unlikely to have any material impact on prices of fund shares in which Clients invest. Therefore they are NOT prohibited by Advisor's personal securities transaction policy.

Item 12/**Brokerage Practices**

A. Advisor generally will recommend that investment advisory accounts be maintained at Charles Schwab & Co. ("Charles Schwab"), in the event that a Client requests that Advisor recommend a broker-dealer/custodian for execution and/ or custodial services. (Those Clients directing Advisor to use a particular broker-dealer/custodian are excluded.) Prior to engaging Advisor to provide investment advisory services, the Client is required to enter into a formal Investment Advisory Agreement setting forth the terms and conditions under which Advisor shall manage Client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that Advisor considers in recommending Charles Schwab (or any other broker-dealer/custodian) include: historical relationship with Advisor, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by Advisor's Clients shall comply with the Advisor's duty to obtain best execution, a Client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where Advisor determines, in good faith, that the commission/ transaction fee is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although Advisor will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for Client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/ custodian are exclusive of, and in addition to, Advisor's fee. Advisor's best execution responsibility is further qualified where securities that it purchases for Client accounts are primarily mutual funds that trade at net asset value as determined at the daily market close.

1. **Research and Additional Benefits** Although not a material consideration when determining whether to recommend that a Client utilize the services of a particular broker-dealer/custodian, Advisor can receive from Charles Schwab (or another broker-dealer/custodian) without cost (and/or at a discount) support services and/or products, certain of which assist Advisor to better monitor and service Client accounts maintained at such institutions. Included within the support services obtained by Advisor can 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 Advisor in furtherance of its investment advisory business operations.

   As indicated above, certain support services and/or products that can be received may assist Advisor in managing and administering Client accounts. Others do not directly provide such assistance, but rather assist Advisor to manage and further develop its business enterprise.

   Advisor's Clients do not pay more for investment transactions effected and/or assets maintained at Charles Schwab as a result of this arrangement. There is no corresponding commitment made by Advisor to Charles Schwab or any other any entity to invest any specific amount or percentage of Client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

   Advisor's Chief Compliance Officer, Paul Byron Hill, is available to address any questions that a Client or prospective Client may have regarding the above arrangement and any corresponding perceived conflict of interest such arrangement may create.

2. Advisor does not receive referrals from Charles Schwab or any broker-dealer/custodian.

3. Advisor does not generally accept directed brokerage arrangements (when a Client requires that account transactions be effected through a specific broker-dealer). However when such Client-directed arrangements do exist and Advisor consents to the arrangement, Client will negotiate their own account terms and arrangements with that broker-dealer, and Advisor will not seek better execution services or prices from other broker-dealers. As a result, Client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.

   <u>**Note**</u>: Where Client directs Advisor to effect securities transactions for the Client's accounts through a specific broker-dealer, the Client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the Client determined to effect account transactions through alternative clearing arrangements that may be recommended by Advisor.

B. To the extent that Advisor provides investment advisory services to Clients, transactions for each Client account will be made independently and individually. Advisor will not obtain volume discounts or aggregate trades, and commission charges will vary among Clients. Advisor will not combine or "bunch" such orders to obtain best execution, or negotiate more favorable commission rates because trading is individualized for Clients while attempting to reduce overall transaction costs. Client investments are primarily mutual funds and exchange-traded funds. Portfolios are structured individually for each Client, which may include specific income tax considerations related to portfolio transactions. Advisor employs primarily a "buy-and-hold" approach with mutual funds to keep fund trading costs low. Tax planning for portfolio accounts is often much more significant than trading costs in keeping total *investor* costs, after-tax, lower.

Item 13/**Review of Accounts**

A Advisor provides investment advisory management services continually, and financial planning consulting review periodically. Reviews provided by Advisor's Investment Advisory Representatives are as follows:

FINANCIAL PLANNING CONSULTING: Annual portfolio planning reviews and separate annual retirement planning reviews are provided for eligible Premier and Preferred Clients who request such reviews. Standard Level Client only receive an Annual portfolio planning review as part of their services. The professional wealth management process, and the eligibility for such reviews, is described in *Item 4 (B)* above. Reviews are provided not less often than annually, or more often than quarterly for any client, and then only at Client request. Premier clients have tax planning and legacy planning reviews with their investment advisory account reviews.

INVESTMENT ADVISORY MANAGEMENT: Investment Management account reviews, as part of Advisor's wealth management process as described in *Item 4* above, are reviewed at least monthly for all clients, and reviewed in detail at least quarterly. Quarterly and semi-annual meeting with Premier and Preferred clients may combine an investment advisory review with a financial planning consulting review on different planning topics. Standard client have a formal review and meeting once a year.

B. The Advisor *may* conduct account reviews for any Client other than described about upon the occurrence of a specific triggering event: Client request; adding or distributing funds within accounts; market turbulence; or sudden or unexpected material change in a Client's personal circumstances or financial situation.

C. Clients are provided, at least quarterly, with written account summary statements and written transaction confirmation notices directly from their broker-dealer/custodian (and continually by internet website access), from account providers (for annuities and 529 plans) and/or employer retirement plan sponsors (website access). At least quarterly Advisor provides written reports summarizing aggregate account positions, aggregate account performance, and aggregate summarized activity for accounts under management or supervision.

Item 14/**Client Referrals and Other Compensation**

A. Advisor receives no client referrals from Charles Schwab or other custodian. As referenced in *Item 12 (A) 1* above, Advisor receives indirect economic benefits from Charles Schwab. Advisor, without cost (and/or at a discount), receives support services and/or products from Charles Schwab.

Advisor's Clients do not pay more for investment transactions effected and/or assets maintained at Charles Schwab if such arrangements existed. Advisor has no corresponding commitment to Charles Schwab or any other entity, including but not limited to, Dimensional Fund Advisors to invest any specific amount or percentage of Client assets in any particular mutual funds, securities or other investment products as result of any commitments.

B. Advisor does not receive Client referrals from non-supervised persons for compensation, but may make such arrangements and pay compensation to such persons in the future.

The Advisor's Chief Compliance Officer, Paul Byron Hill, remains available to address any questions that a Client or prospective Client may have regarding the above arrangements and any corresponding perceived conflict of interest any such arrangements may create.

Item 15/**Custody**

Advisor has the ability to have its advisory fee for each Client debited periodically by broker-dealer/custodians. This is only for those Clients who do not pay directly for advisory services from quarterly billings. Deducting fees from Client accounts through a detailed procedure supervised by the broker-dealer/custodian is the sole extent of Advisor custody of Client assets. Broker-dealer/custodians do not verify the accuracy of Advisor's advisory fee calculations.

Clients are provided with periodic written summary account statements and written transaction confirmation notices directly from their broker-dealer/custodian (monthly and by internet access), account provider (for annuities and 529 plans), and/or employer retirement plan sponsor (by internet access). Advisor also provides Clients its own separate written report summarizing in detail aggregate account allocations, aggregate account performance, and aggregate account transaction activity. *The Client is urged to compare any statement or report provided by the Advisor with the account statements received from the broker-dealer/custodian or other account provider.*

Item 16/**Investment Discretion**

Advisor provides investment advisory services on a discretionary basis. This discretion is specifically limited by the terms and written limitations of the Client's investment policy statement or related communications. Non-discretionary advisory services may be available under limited circumstances.

Item 17/**Voting Client Securities**

A. The Advisor does not vote Client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the Client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the Client's investment assets.

B. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact Advisor to discuss any questions they may have with a particular solicitation.

Item 18/**Financial Information**

A. The Advisor does not solicit fees of more than $1,200, per Client, six months or more in advance.

B. As per *Item 16*, the Advisor offers investment advisory services on both a discretionary and a non-discretionary basis, but has no financial information that would impact discretionary advisory services.

C. The Advisor has not been the subject of a bankruptcy petition.

ANY QUESTIONS: Professional Financial's Chief Compliance Officer, Paul Byron Hill, CFP, remains available to address any questions regarding this Part 2A.

PROFESSIONAL FINANCIAL
Integrative Wealth Management ▪ Clarity. Commitment. Confidence.

Professional Financial Strategies, Inc.

SEC File Number: 801-107130

IARD/CRD File Number: 125580

Firm Supplement

Form ADV, Part 2B

Dated March 31, 2018

Paul Byron Hill

Chief Compliance Officer

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Pittsford, NY 14534

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This brochure provides information about the qualifications and business practices of Professional Financial Strategies, Inc. (the "Advisor"). If you have any questions about the contents of this brochure, please contact us at (585) 218-9080 or paulhill@professionalfinancial.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. References herein to Advisor as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

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

Item 1/Cover Page

Professional Financial Strategies, Inc.

Firm Supplement

Dated March 31, 2018

Paul Byron Hill

This brochure supplement provides information about Paul Byron Hill that supplements the Professional Financial Strategies, Inc. brochure. You should have received a copy of that brochure. Please contact Paul Byron Hill, *Chief Compliance Officer* if you did not receive Professional Financial Strategies' brochure or if you have any questions about the contents of this supplement.

Additional information about Paul Byron Hill is available on the SEC's website at www.adviserinfo.sec.gov.

Contact: Paul Byron Hill, *Chief Compliance Officer*
1159 Pittsford-Victor Road, Suite 120
Pittsford, New York, 14534

Item 2/**Education Background and Business Experience**

Paul Byron Hill was born in 1952. Mr. Hill has been CEO or President and Chief Compliance Officer of Professional Financial Strategies, Inc., a registered investment adviser, since 1993. Mr. Hill graduated from the University of Rochester with a degree in English with Distinction. Education related to the practice of personal financial planning includes: MBA (Finance) from the Simon Business School at the University of Rochester (NY); an MS in Financial Services from the American College (PA); and a MS in Financial Planning from The College for Financial Planning, now part of the University of Phoenix (AZ).

Mr. Hill has been a CERTIFIED FINANCIAL PLANNER™ since 1983. The CERTIFIED FINANCIAL PLANNER™,CFP® and federally registered CFP (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 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.

For the right to use CFP® marks, practitioners must satisfactorily fulfill certain requirements:
Education – Complete an advanced college-level course of study deemed necessary and approved by the CFP Board for competent and professional of financial planning services
Examination – Pass the comprehensive CFP® Certification Examination, designed to test one's ability to diagnose financial planning issues and apply one's knowledge.
Experience – Complete at least three years of full-time financial planning-related experience 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.

This requires that CFP® professionals provide financial planning services at a fiduciary standard of care, and must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Mr. Hill holds a Chartered Financial Consultant (ChFC®) designation since 1983. ChFC® is a financial planning designation for the financial services industry conferred by The American College. Candidates must meet education, experience, examination, and ethical requirements. Candidates must have at least three years of experience in the financial industry, or an undergraduate or graduate degree from an accredited university and two years of experience in the financial services industry. Candidates must take nine academic courses each followed by an exam. Courses and exams cover topics in finance, investing, insurance, and estate planning, with ongoing continuing education and ethics requirements.

Item 3/**Disciplinary Information**

None.

Item 4/**Other Business Activities**

A. The supervised person is not actively engaged in any other investment-related business, occupation or activity not related to financial planning or wealth management.

B. The supervised person is not actively engaged in any other non-investment-related business or occupation other than speaking and writing related to financial education.

Item 5/**Additional Compensation**

None, other than as a shareholder of Professional Financial Strategies, Inc

Item 6/**Supervision**

Professional Financial Strategies, Inc. provides investment advisory and supervisory services in accordance with SEC and state regulatory requirements. As Professional Financial Strategies's *Chief Compliance Officer*, Paul Byron Hill is primarily responsible for overseeing the activities of the Professional Financial Strategies's supervised persons.

Mr. Hill also monitors client accounts and conducts client account reviews on at least an annual basis. Should a client have any questions regarding Professional Financial Strategies's supervision or compliance practices, please contact Mr. Hill at (585) 218-9292.

Item 1/Cover Page

Professional Financial Strategies, Inc.

Firm Supplement

Dated March 31, 2018

Kam-Lin Kok Hill

This brochure supplement provides information about Kam-lin K. Hill that supplements the Professional Financial Strategies, Inc. brochure. You should have received a copy of that brochure. You may also contact the *Chief Compliance Officer* if you did *not* receive Professional Financial Strategies' brochure or if you have any questions about the contents of this supplement.

Additional information about Kam-Lin K. Hill is available on the SEC's website at www.adviserinfo.sec.gov. Contact: Paul Byron Hill, *Chief Compliance Officer*, 1159 Pittsford-Victor Road, Suite 120, Pittsford, New York, 14534

Item 2/Education Background and Business Experience

Kam-lin K. Hill was born in 1961. Ms. Hill received her MBA from The University of Hull, UK. Ms. Hill has been employed as Preisdent or Vice President and a wealth consultant of Professional Financial Strategies, Inc. since June of 2001. Ms. Hill also serves as Managing Director of Professional Financial Solutions, LLC, a financial services consulting firm, since January of 2003.

Ms. Hill has been a CERTIFIED FINANCIAL PLANNER™ since 2005. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP are professional certification marks granted by Certified Financial Planner Board of Standards, Inc. The CFP® certification is a voluntary certification. It is recognized 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.

For the right to use CFP® marks, practitioners must fulfill certain requirements: **Education** – Complete an advanced college-level course of study and approved by the CFP Board for professional financial planning services. **Examination** – Pass the comprehensive CFP® Certification Examination, designed to test one's ability to diagnose financial planning issues and apply one's knowledge of financial planning; **Experience** – Complete at least three years of full-time financial planning-related experience and **Ethics** – Agree to be bound by CFP Board's Standards of Professional Conduct.

Certified practitioners must complete 30 hours of continuing education hours every two years and be bound by the Standards of Professional Conduct. CFP® professionals who fail to comply may be subject to CFP Board's enforcement process.

Ms. Hill holds a Chartered Financial Consultant (ChFC®) designation since 2004. ChFC® is a financial planning designation for the financial services industry conferred by The American College. Candidates must meet education, experience, examination, and ethical requirements. Candidates must have at least three years of experience in the financial industry, or an undergraduate or graduate degree from an accredited university and two years of experience in the financial services industry. Candidates must take nine academic courses each followed by an exam. Courses and exams cover topics in finance, investing, insurance, and estate planning, with ongoing continuing education and ethics requirements.

Ms. Hill holds the Chartered Global Management Accountant (CGMA) designation and became a Fellow of the Chartered Institute of Management Accountants (FCMA) in January, 1997. The designations identify individuals who have completed stringent accounting examinations, education, experience and ethics requirements mandated by the Chartered Institute of Management Accountants Board, which has Royal Chartered status in the United Kingdom. Candidates for fellowship must have at least three years of relevant Practical Experience Requirements (PER) that relates to management accounting at a senior level. CGMA candidates must pass nine examinations on management accounting, decision making, risk and control, information systems, integrated management, business strategy, financial accounting and tax, financial analysis and financial strategy. CGMAs are regulated by the CIMA Board and are recognized by the American Institute of Certified Public Accountants (AICPA).

Item 3/Disciplinary Information

None.

Item 4/Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupation not related to financial planning and wealth management.

B. **Licensed Insurance Agents**. Ms. Hill is a licensed insurance agent, and may recommend purchase of insurance and annuity products for a commission. Ms. Hill occasionally sells insurance products, and continues to receive service fees from prior sales. **Conflict of Interest:** Recommendations that a client purchase a financial product other than for TIAA for commissions presents a *material conflict of interest*, as the receipt of commissions may provide an incentive to recommend products based on commissions received, rather than on a particular client's need or best interest. Most clients are referred to non-affiliated insurance agents that participate in Advisor's professional network, and do not pay a commission.

Professional Financial Strategies's *Chief Compliance Officer*, Paul Byron Hill, remains available to address any questions that a client or prospective client may have regarding the above potential conflict of interest.

Item 5/Additional Compensation

None.

Item 6/Supervision

Professional Financial Strategies, Inc. provides investment advisory and supervisory services in accordance with SEC and state regulatory requirements. Professional Financial Strategies's *Chief Compliance Officer*, Paul Byron Hill, is primarily responsible for overseeing the activities of the Professional Financial Strategies's supervised persons. Mr. Hill also monitors client accounts and conducts client account reviews on at least an annual basis. Should a client have any questions regarding Professional Financial Strategies's supervision or compliance practices, please contact Mr. Hill at (585) 218-9292.

Item 1/Cover Page

Professional Financial Strategies, Inc.

Firm Supplement

Dated March 31, 2018

Peter C. Van Der Voorn

This brochure supplement provides information about Peter C. Van Der Voorn that supplements the Professional Financial Strategies, Inc. brochure. You should have received a copy of that brochure. Please contact Paul Byron Hill, *Chief Compliance Officer* if you did *not* receive Professional Financial Strategies' brochure or if you have any questions about the contents of this supplement.

Additional information about Peter C. Van Der Voorn is available on the SEC's website at www.adviserinfo.sec.gov.

Contact: Paul Byron Hill, *Chief Compliance Officer*
1159 Pittsford-Victor Road, Suite 120
Pittsford, New York, 14534

Item 2/Education Background and Business Experience

Peter C. Van Der Voorn was born in 1940. Mr. Van Der Voorn graduated from Wichita State University with a degree in Chemistry. Mr. Van Der Voorn earned his PhD in Chemistry from The University of Illinois, Champaign-Urbana. Mr. Van Der Voorn has been employed as a wealth consultant of Professional Financial Strategies, Inc. since July of 2000. Mr. Van Der Voorn is employed part-time by H&R Block for income tax preparation.

Mr. Van Der Voorn has been a CERTIFIED FINANCIAL PLANNER™ since 2001. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (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 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.

For the right to use CFP® marks, practitioners must satisfactorily fulfill certain requirements:

Education – Complete an advanced college-level course of study deemed necessary and approved by the CFP Board for competent and professional of financial planning services.
Examination – Pass the comprehensive CFP® Certification Examination, designed to test one's ability to diagnose financial planning issues and apply one's knowledge.
Experience – Complete at least three years of full-time financial planning-related experience 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.

Certified practitioners must complete the following ongoing education and ethics requirements in order to maintain the right to continue use of 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 financial planning developments; and
Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. This requires that CFP® professionals provide financial planning services at a fiduciary standard of care, and must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3/Disciplinary Information

None.

Item 4/Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations not related to financial planning other than income tax preparation.

B. The supervised person is seasonally engaged in a non-investment-related business or occupation for compensation with H & R Block as a personal income tax preparer.

Item 5/Additional Compensation

None.

Item 6/Supervision

Professional Financial Strategies, Inc. provides investment advisory and supervisory services in accordance with SEC and state regulatory requirements. Professional Financial Strategies's *Chief Compliance Officer*, Paul Byron Hill, is primarily responsible for overseeing the activities of the Professional Financial Strategies's supervised persons.

Mr. Hill also monitors client accounts and conducts client account reviews on at least an annual basis. Should a client have any questions regarding Professional Financial Strategies's supervision or compliance practices, please contact Mr. Hill at (585) 218-9292.