

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

# FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, Texas 78232  
(210) 918-8998

MARCH 22, 2017

This Brochure provides information about the qualifications and business practices of Financial Life Advisors. If you have any questions about the contents of this Brochure, you may contact us at (210) 918-8998 or email [kirk@fladvisors.com](mailto:kirk@fladvisors.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or any state securities authority.

Additional information about Financial Life Advisors is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

## Item 2-Material Changes

The following material changes to our brochure have occurred since our annual update January 23, 2017:

Kirk W. Francis is designated Chief Compliance Officer for Financial Life Advisors, LLC

We have made numerous changes to the overall document to streamline the descriptions of the services offered and to clarify the disclosures provided.

### Item 4.A Advisory Business

Financial Life Advisors, LLC and registered investment advisor, Cross Financial Services Corporation d/b/a Financial Life Advisors, are under common ownership.

### Item 10.C Other Financial Industry Activities and Affiliations

Financial Life Advisors, LLC and registered investment advisor, Cross Financial Services Corporation d/b/a Financial Life Advisors, are now affiliated entities and under common ownership as outlined in in Item 4. Mr. Francis and certain supervised persons of Cross act as investment adviser representatives for Financial Life Advisors, LLC. FLA does not anticipate that this relationship will pose any potential conflicts of interest.

Currently, our Brochure may be requested by contacting our office at (210) 918-8998, or by email to [kirk@fladvisors.com](mailto:kirk@fladvisors.com). This brochure is also available free of charge on our website, [www.fladvisors.com](http://www.fladvisors.com)

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

Item 3-Table of Contents

Contents

Item 2-Material Changes.....	2
Item 3-Table of Contents .....	3
Item 4- Advisory Business.....	4
Item 5-Fees and Compensation.....	5
Item 6- Performance-Based Fees and Side-by-Side Management .....	8
Item 7-Types of Clients.....	8
Item 8-Methods of Analysis, Investment Strategies and Risk of Loss .....	8
Item 9- Disciplinary Information .....	10
Item 10- Other Financial industry Activities and Affiliations .....	11
Item 11- Code of Ethics, Participation or Interest in Client Transaction & Personal Trading .....	11
Item 12- Brokerage Practices.....	12
Item 13- Review of Accounts .....	14
Item 14- Client Referrals and Other Compensation .....	15
Item 15- Custody .....	15
Item 16- Investment Discretion .....	15
Item 17- Voting Client Securities.....	15
Item 18- Financial Information .....	15
Item 19- Requirements for State-Registered Advisers.....	16

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

## Item 4- Advisory Business

- A.** Financial Life Advisors (“FLA” “we” and “Advisors”) is a Texas limited liability company with its principal place of business located in San Antonio, Texas. The firm is jointly owned by Benjamin D. Gurwitz and Kirk W. Francis. FLA has been in business since November 21, 2003.
- B.** FLA is an investment advisor providing comprehensive financial planning, consulting, and investment management services to individuals, high net worth individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities.

We offer Clients a comprehensive approach to investment and wealth management, which may include depending on a client’s needs, the following major areas:

- Development of financial plans that match the Client’s goals
- Tailored investment portfolios consistent with our Clients’ plans
- Financial Independence/Retirement Planning
- Assessment of risk management (including insurance needs)
- Analysis of existing assets and investments
- Investment selection, portfolio design, and portfolio implementation
- Selection of Sub-Advisors or Third Party Money Managers
- Business Succession and Exit Planning
- Fiduciary Consulting for 401(k) Plans
- Consultation and advisory services related to estate planning, education funding, risk management, retirement planning, business succession planning, and other specialized areas

Prior to engaging us to provide any of the foregoing financial planning and investment advisory services, Clients are required to enter into one or more written agreements setting forth the terms and conditions under which we shall render our services. These agreements describe the scope of services to be provided and the portion of the fee that is due from the Client prior to FLA commencing services. For more information about our fees, please see Item 5 of this document.

- C.** Our financial planning and investment advisory services are driven by and coordinated with each Client’s individual financial goals. Our advice and services are tailored to the stated objectives of each Client.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

Financial plans, advice, and strategy are designed by incorporating each Client's circumstances. This process serves as the foundational roadmap for the investment portfolio. Developing and consistently adhering to an investment policy allows our clients to focus on the long-term goals of their financial plan, rather than become caught up in the short-term movements of the equity markets.

The Client can impose certain written restrictions on how their assets are managed.

Each Client is advised that it remains their responsibility to notify FLA promptly when there is a change in their financial situation and/or investment objectives so that FLA is prepared to review, evaluate, and revise previous recommendations and/or services.

- D.** FLA offers its Clients access to wrap fee programs. A wrap fee program is defined as "any advisory program under which a specified fee, not based directly upon transactions in a client's account, is charged for investment advisory services and the execution of client transactions." Wrap fee programs generally permit Clients whose accounts would otherwise not have a sufficient amount of assets to warrant separate treatment by an investment advisory firm to obtain such individualized treatment. Currently, FLA uses third party money manager platforms FTJ FundChoice. Here a third-party money manager will have responsibility for actively managing the Client's account on an ongoing basis. The Client is in control of the relationship and has a contract with the third-party money manager directly.

Each client will receive the appropriate wrap fee program brochure (Form ADV Part 2A Appendix 1).

FLA does not act as an advisor or sponsor for a wrap-fee program.

- E.** As of December 31, 2016, FLA manages \$70,104,533 of Client assets on a discretionary basis and \$4,554,359 Client assets on a non-discretionary basis.

## Item 5-Fees and Compensation

- A.** Depending upon the engagement, we offer our services on a fee basis which may include, a percentage of the assets managed, hourly and/or fixed fees.

FLA provides in a broad range of comprehensive planning and consulting services. For these services, we charge a fixed fee and/or hourly fee. Depending upon the complexity and length of the engagement, our personal planning and consulting fees usually range from \$2,000 to \$8,000; our business succession planning fees range from \$12,000 to \$45,000, and our 401(k) fiduciary consulting service fees range from \$3,000 to \$25,000. These services are also available on an hourly basis at the rate of \$100 to \$400 depending upon the level and scope of the services and the professional rendering the financial planning and/or the consulting services.

Compensation for FLA's investment advisory services will be in accordance with one of our investment advisory agreements (IAA) that each Client enters into at the beginning of our professional relationship. The IAA may be amended from time to time upon written notice to our Clients.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

FLA maintains several investment management models and fee schedules in order to meet different clients' needs.

**Model 1 (Includes some financial planning services not include in Model 2)**

Fees for this model are generally billed quarterly in advanced and are based on the total value of assets under management at the close of trading on the last business day of previous quarter. The fee will be equal to the agreed upon rate per annum (again, as set-forth in the IAA entered into each Client), times the market value of the account, divided by the number of days in the agreed upon year and multiplied by the number of days in the month. The market value will be construed to equal the sum of the values of all assets in the account, not adjusted by any margin debit. Fees for partial months (due to commencement or termination of the advisory relationship) will be billed or refunded on a pro-rated basis contingent on a number of days the account was open during the month.

**MODEL 1 ANNUAL FEE SCHEDULE**

- 1.25% for up to \$500,000 of assets under management
- 0.90% for the next \$500,000 of assets under management
- 0.65% for the next \$1,000,000 of assets under management
- 0.60% for the next \$3,000,000 of assets under management
- 0.30% for the remaining assets above \$5,000,000 of assets under management

The minimum annual fee is \$6,250. The minimum fee for investment advisory services may be reduced at the sole discretion of Financial Life Advisors.

In computing the market value of any securities or investments in the Client's account(s), securities listed on any national securities exchange shall be valued, as of the valuation date, at the closing price on the principal exchange on which they are traded, as reported by the account(s)' custodian(s). Any other securities or investments in the portfolio shall be valued in a manner determined in good faith to reflect fair market value. Any such valuation should not be considered a guarantee of any kind whatsoever with respect to the value of the assets in the portfolio.

Notwithstanding the above, our financial planning and investment advisory fees are negotiable at the discretion of our investment advisor representatives.

**Model 2**

Fees for this model are generally billed monthly in arrears and are based on the average total value of the assets under management during the billing period. The fee will be equal to the agreed upon rate per annum (again, as set-forth in the IAA entered into each Client), times the market value of the account,

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

divided by the number of days in the agreed upon year and multiplied by the number of days in the month. The market value will be construed to equal the sum of the values of all assets in the account, not adjusted by any margin debit. Fees for partial months (due to commencement or termination of the advisory relationship) will be billed or refunded on a pro-rated basis contingent on a number of days the account was open during the month.

**MODEL 2 ANNUAL FEE SCHEDULE**

1.00% for up to \$500,000 of assets under management  
0.85% for the next \$1,500,000 of assets under management  
0.70% for the next \$2,500,000 of assets under management  
0.40% for amounts greater than \$4,500,000 of assets under management

The minimum annual fee is \$5,000. The minimum fee for investment advisory services may be reduced at the sole discretion of Financial Life Advisors.

In computing the market value of any securities or investments in the Client's account(s), securities listed on any national securities exchange shall be valued, as of the valuation date, at the closing price on the principal exchange on which they are traded, as reported by the account(s)' custodian(s). Any other securities or investments in the portfolio shall be valued in a manner determined in good faith to reflect fair market value. Any such valuation should not be considered a guarantee of any kind whatsoever with respect to the value of the assets in the portfolio.

Notwithstanding the above, our financial planning and investment advisory fees are negotiable at the discretion of our investment advisor representatives.

**Model 3 Wrap Fee**

In addition, where applicable, the investment management fee charged by the wrap fee program sponsor and corresponding broker dealer/custodian of the Client's assets may be exclusive of, and in addition to, FLA's investment advisory fees set forth above. These charges are disclosed by the wrap fee program sponsor and typically include FLA's fee as part of the total fee. Clients typically see one fee in such cases.

- B.** Clients authorize the custodians to deduct FLA's investment advisory fees from the Client account(s). Each calendar month or quarter, depending on billing Model, we will submit a bill to the custodian for our investment advisory fees. The custodian is authorized to pay to FLA upon submission of this bill. Clients acknowledge that the custodian will not verify advisor's fee calculation and that it is Client's responsibility to review advisor's fee to ensure that fees were calculated accurately.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

Payment of fees may result in the liquidation of a Client's securities if there is insufficient cash in the account. Fees are assessed on all assets in the account(s), including securities, cash and money market balances. Margin debits do not reduce the value of the assets in the account.

FLA may, at its sole discretion, pay all or a portion of the above stated fees to other parties involved in providing services to the account(s) and as permitted by law. All such shared payments will be fully disclosed to the Client. Generally, FLA isolates fees paid to other parties in an effort to provide transparency to Clients.

- C.** Clients may also incur certain charges imposed by third-parties in connection with investments made in the account(s), including (but not necessarily limited to) the following types of charges: investment managers, mutual fund management fees and administrative servicing fees, mutual fund 12b-1 fees, certain deferred sales charges on previously purchased mutual funds, clearing, custody, postage and handling, other transaction charges and service fees (i.e. account transfer fees, wire transfer fees, termination fees, etc.), interest on debit balances, IRA and Qualified Retirement Plan fees, and other costs or charges with securities transactions mandated by law. Further information regarding charges and fees assessed by a mutual fund or other securities sponsors is available in the appropriate prospectus or disclosure statement.
- D.** Fees are refunded as detailed in A above. Clients may terminate the agreement upon thirty (30) days written notice that is sent or delivered to FLA. Similarly, FLA may terminate the agreement and resign at any time within thirty (30) days' notice by sending a written notice to the Client at the address on file with FLA. Client is responsible for all unpaid fees or charges due through the date of termination.

For legacy accounts, fees may be based on a different fee schedule.

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

We do not charge performance-based fees for our services. Accordingly, this item is not applicable to our firm.

## Item 7-Types of Clients

FLA's Clients are individuals, high net worth individuals, defined benefit plans/pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities.

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

- A.** We offer advice on investments including but not limited to the following:
- Equity securities such as:
    - Exchange-listed securities
    - Securities traded over-the-counter



FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

- Warrants
- Corporate debt securities
- Municipal securities
- Investment company securities:
  - Mutual fund shares
- United States government securities
- Options contracts on securities

FLA may also provide advice about any type of investment held in the Client's portfolio at the beginning of or throughout the advisory relationship. We primarily research and review securities using fundamental, technical, and cyclical analysis. The primary investment strategies used to implement investment advice given to Clients include long-term purchases (securities held at least one year), trading (securities sold within 30 days), margin transactions and covered option writing.

The main sources of information we rely upon when researching and analyzing securities include materials and resources such as financial publications, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

**B.** Clients understand and accept that all investments are subject to risk, changing market conditions and that losses in the principal amount of the account are possible. Past performance is no guarantee of future results. We will use our best judgment and good faith efforts in rendering services to our Clients. However, we cannot warrant or guarantee any particular level of account performance, or that the account will be profitable over time. Not every investment decision or recommendation made by us will be profitable. Clients assume all market risk involved in the investment of account assets and understand that investment decisions made for their account(s) are subject to various market, currency, economic, political, and business risks.

Except as may otherwise be provided by applicable federal or state law, we are not liable to Clients for:

- Any loss that a Client may suffer by reason of any investment decision made or other action taken or omitted in good faith by us with that degree of care, skill, prudence, and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use;
- Any loss arising from our adherence to a Client's instructions; or
- Any act or failure to act by a custodian of a Client's account.

However, nothing shall relieve us from any responsibility or liability we may have under state or federal statutes. It is the responsibility of each Client to give us complete information and to notify us of any changes in their financial circumstances or goals.

**C.** Mutual Funds and Exchange Traded Funds (ETFs) – An investment in a mutual fund or ETF involves risk, including the loss of principal. Mutual funds and ETFs are subject to secondary market trading risks.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

Shares of mutual funds and ETFs will be listed for trading on an exchange, however, there can be no guarantee that an active trading market for such shares will develop or continue. There can be no guarantee that a mutual funds' and ETFs' exchange listing or ability to trade its shares will continue or remain unchanged. Shares of the mutual fund or ETF may trade on an exchange at prices at, above or below their most recent net asset valuation (NAV), which is the price that an investor would buy or sell the mutual fund or ETF at. The per share NAV of a mutual fund or ETF is calculated at the end of each business day, and fluctuates with changes in the market value of the mutual fund's or ETF's holdings. The trading prices of a mutual fund's or ETF's shares may differ significantly from NAV during periods of market volatility, which may, among other factors, lead to the mutual fund's ETF's shares trading at a premium or discount to NAV.

Options – FLA may recommend the use of options for certain clients. Options allow FLA to hedge (limit) certain losses on positions clients hold. Options also can offer opportunities with call option premium (covered calls) on securities the client holds. The option allows FLA to buy or sell a security at a certain price (not the current market price). Clients pay a fee for the options. If the option falls outside the money (i.e., the market price of the security does not justify purchasing/selling the security at the option price), the client will lose the fee for that option.

Margin – In the event that the account uses margin, fluctuations in the market value of the portfolio will have a significant effect in relation to the account's capital and the risk of loss and the possibility of gain will each be increased. In addition, when the account uses margin, the level of interest rates generally, and the rates at which the account can borrow in particular, will be an expense of the account (client) and therefore affect the results. Margin increases the risk of substantial losses (including the risk of a total loss of capital), and leverage can significantly magnify the volatility of the portfolio.

The account may use short-term margin borrowing. Such borrowing, if made, may result in certain additional risks to the account. For example, should the securities pledged to brokers to secure the margin accounts decline in value, the account could be subject to a "margin call" pursuant to which the account would be required to either deposit additional funds with the broker or suffer mandatory liquidation of the pledged securities to compensate for the decline in value. In the event of a sudden, precipitous drop in value of the account's assets, the account might not be able to liquidate assets quickly enough to pay off its margin debt.

## Item 9- Disciplinary Information

We are required to disclose all material facts regarding any legal or disciplinary event that would be material to your evaluation of our firm, or the integrity of our management. We have no information to disclose that is applicable to this Item.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

## Item 10- Other Financial Industry Activities and Affiliations

- A. Neither FLA nor any of our management persons are registered, or have an application pending to register, as a broker-dealer, or a registered representative of a broker-dealer.
- B. Neither FLA nor any of our management persons are registered, or have an application pending to register, as a future commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.
- C. FLA and registered investment advisor Cross Financial Services Corporation d/b/a Financial Life Advisors are now affiliated entities. Mr. Francis and certain supervised persons of FLA act as investment adviser representatives for Cross. FLA does not anticipate that this relationship will pose any potential conflict of interest with FLA's Clients.

Additionally, some of FLA's associated persons, in their individual capacities, may serve as expert witnesses on investment-related issues as well as for issues such as financial planning, ethics, and insurance. FLA's associated person will charge a separate fee for these services which shall be agreed upon prior to rendering the services. FLA does not anticipate that this relationship will pose any potential conflict of interest with FLA's Clients.

- D. When suitable and appropriate to achieve a Client's investing needs, we may recommend the active and discretionary management of a portion of a Client's account by certain independent managers. Such management will be in accordance with the Client's stated objectives, and we will continue to render monitoring and account review services to the Client to ensure investment objectives are being met. Any potential conflicts of interest involving this referral are mitigated by the fact that we do not receive referral compensation from the independent money managers.

## Item 11- Code of Ethics, Participation or Interest in Client Transaction & Personal Trading

- A. FLA has adopted a Code of Ethics and Personal Trading Policy and has established standards of conduct expected of its advisory personnel. In our Policy and Procedures Manual and the Code of Ethics, we have set forth general principles, required course of conduct, reporting obligations, review and enforcement of the Code of Ethics. We also adhere to 10 Principles of FLA's Culture, which we adapted with permission from James P. Owen's book, *Cowboy Ethics* (2004© James P. Owen). FLA will provide a copy of the Code of Ethics and our 10 Principles of FLA's Culture to Clients or prospective Clients upon written request.

The Registrants have voluntarily subscribed to the "Best Practices for Financial Advisors" published by The Institute for the Fiduciary Standard. The Best Practices offer a simple code of conduct and outline a commitment to clients of subscribing financial advisors. They seek to clearly articulate what a client can

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

expect to receive from a subscribing financial advisor. These Best Practices do not replace our regulatory compliance obligations or duties to clients under relevant laws, rules, or regulations. The Institute for the Fiduciary Standard's role is limited to publishing the Best Practices as well as maintaining a corresponding register of subscribing financial advisors. You can find a complete list of the Best Practices on our website or at <http://www.thefiduciaryinstitute.org/wp-content/uploads/2016/09/BestPracticesSpecificRequirementsSeptember132016.pdf> and verify our subscription status at [www.thefiduciaryinstitute.org](http://www.thefiduciaryinstitute.org).

- B.** We do not recommend to clients, or buy or sell for client accounts, securities in which FLA or a related person has a material financial interest.
- C./D.** Clients understand that FLA and our employees may themselves own securities of the kind recommended for Client account(s). Similarly, FLA, or an associated person, may buy and sell some of the same securities for our own accounts that we buy and sell for our Clients.

This may present a conflict of interest. Thus, it is our policy that our employees may trade in their accounts simultaneously with clients in the same security as part of FLA's trading strategy or account rebalancing (See Item 12 B – below), or after trades are placed for clients.

However, when placing a trade outside of these parameters, employees are asked to consider the following:

- Whether the amount or nature of the transaction will affect the price or market for the security;
- Whether the employee will benefit from purchases or sales being made for any client;
- Whether the transaction is likely to harm any client; and
- Whether there is an appearance or suggestion of impropriety.

The employee must then request written clearance from the Chief Compliance Officer for these personal securities transactions before completing the transactions. FLA reserves the right to disapprove any proposed transaction that may have the appearance of improper conduct.

Our Code of Ethics and Personal Trading Policy does provide a list of exempt transactions for which pre-authorization is not required because the potential conflict with our clients is negligible.

Additionally, our employees are required to submit reports of their personal trading activity quarterly and annual reports of their holdings to our Chief Compliance Officer.

## Item 12- Brokerage Practices

- A. 1.** We recommend Clients open brokerage accounts with Schwab Institutional or TD Ameritrade Institutional. In recommending these broker-dealers, we seek to obtain "best execution," meaning that we seek to execute securities transactions for Clients so that the total costs or proceeds in each transaction are the most favorable under the circumstances. The factors we consider when evaluating for best execution include:

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

- Execution capability;
- Commission rate;
- Financial responsibility;
- Responsiveness;
- Broker-dealer capabilities;
- The value of any research services/brokerage services provided; and
- Any other relevant factors.

Certain broker-dealers may provide us with the following products/services: products that allow us to communicate electronically with the broker-dealer, making it easier for us to download account information, place and allocate trades, and submit advisory fees for withdrawal. FLA may periodically use research information provided by our custodians. However, FLA does not have any formal or informal agreements to compensate custodians for the receipt of such products or research. FLA, as a matter of policy and practice, does not engage in soft dollar arrangements whereby it compensates broker-dealers for products or research with the use of client commissions.

2. FLA does not receive client referrals from our broker-dealers. Thus, Client referrals are not among the selection criteria in choosing a broker-dealer for our Clients.

3. We do allow our Clients to direct brokerage if the requests are made in writing. However, if the Client selects a broker-dealer of their own choosing, we may be unable to seek best execution for the transactions, and the commission costs may be different from those of our recommended broker-dealers. In addition, we may place the transactions after we place transactions for Clients using our recommended broker-dealers. We may need to charge higher fees to meet such accommodation requests and performance reporting for such accounts will be more limited.

**B.** FLA strives to treat all clients in a fair manner, which is the underlying principal of our trade aggregation and allocation policy. When placing a trade for the same security and conditions for multiple Client accounts, FLA may consider bunching the trades in a single order (an “aggregated” or “block” trade) and consider whether doing so would result in an advantageous execution. When placing an aggregated trade, the following conditions and requirements apply:

- The allocation of the aggregate trade must be determined before the trade is placed with the broker. A record of the proposed allocation shall be prepared prior to placement of the aggregated order and maintained as part of the office’s books and records.
- If a block order is filled (full or partial fill) at several prices through multiple trades, the average price and commission will be used for all trades executed. All participants receiving securities from the block trade must receive the average price. Only trades executed within the block on a single day may be combined for purposes of calculating the average price.
- If the block order is not filled by day-end, FLA will allocate shares executed to the accounts on a pro-rata basis, adjusted as necessary to keep Client transaction costs to a minimum and in accordance with specific account guidelines. However, if the application of this pro-rata allocation policy results in unfair or inequitable treatment to one or more of the Clients, the Chief

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

Compliance Officer will be consulted to determine an acceptable alternative allocation methodology. A record of the actual, revised allocation shall be prepared and maintained together with the proposed allocation as part of the office's books and records.

- Trades shall not be allocated for the purpose of benefiting FLA or its employees. Allocations may not be made to the accounts of FLA employees, business associates, friends or relatives while excluding advisory Clients from the allocation of any securities.

### Item 13- Review of Accounts

**A.** Performance of the securities purchased for Clients will be continually reviewed and evaluated by FLA to determine whether the security position should be liquidated (even if below the original purchase price), increased (even at prices higher than originally acquired), or maintained. Review of individual investment accounts is conducted and/or supervised by Kirk W. Francis, Chief Executive Officer, or an assigned person designated by him along with each advisor reviewing his/her associated accounts. Reviews can occur as often as quarterly, or in some instances, may occur more often. The level and frequency of reviews is determined by Client need and at our discretion. The review focuses on accuracy, completeness, and suitability. Along with looking over the Client's account, we are happy to assist the Client in interpreting and/or compiling statements and reports, and transferring relevant information onto the appropriate place on the Client's financial statements as part of the review process.

Reviews of financial plans or financial recommendations occur on an as-needed basis.

**B.** Account reviews may be triggered by a change in a Client's investment objectives; tax considerations; large deposits or withdrawals; large sales or purchases; change in corporate management; or changes in macro-economic climate. Reviews can also occur as a result of information garnered from Advisor's receipt of confirmations, customer statements, and/or Client statements or performance reports from third party managers or other financial institutions.

**C.** Clients receive periodic statements, confirmations and performance reports from various financial service institutions and firms with which the Client transacts business. These firms may include, but are not limited to, brokerages, investment companies, trust companies, other registered investment advisors, banks and credit unions. Clients understand that primary trade confirmation, account statements, annual reports, and prospectuses will be mailed directly from the broker-dealer/custodian of the account.

**D.** The frequency of the statements and reports is determined by the financial institution or firm generating the reports. The usual frequency is monthly, quarterly, or annually, or in the instance of confirmation reports, as transactions occur unless Client has requested a quarterly confirm report from a broker-dealer/custodian offering such a service.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

## Item 14- Client Referrals and Other Compensation

We have no arrangements, written or oral, which compensates any individual or entity for the referral of Clients.

## Item 15- Custody

Other than having the ability to deduct our fees directly from Client accounts, we do not have custody of the assets in Client account(s). Client accounts are maintained with an independent qualified custodian – Schwab Institutional or TD Ameritrade Institutional. Our custodians directly provide Clients with account statements, at least, quarterly. When FLA provides additional reporting, we ask that they compare the reports from FLA to the statements received from their custodian.

## Item 16- Investment Discretion

Except as otherwise instructed, our Clients grant us ongoing and continuous discretionary authority to execute our investment recommendations in accordance with each Client's objectives and suitability requirements, without the Client's prior approval of each transaction. Under this discretionary authority, Clients allow us to purchase and sell securities and instruments in their account(s), determine the amount of securities to be bought or sold, arrange for delivery and payment in connection with the foregoing, select and retain sub-advisors, and act on their behalf in most matters necessary or incidental to the handling of their account, including monitoring certain assets. All transactions in client accounts are made in accordance with the directions and preferences provided to us by our Clients. Clients execute written instructions regarding our trading authority as required by each broker-dealer.

FLA may also recommend that clients authorize the active discretionary management of a portion of their assets by certain independent third party money manager(s), based upon the stated investment objectives of the Clients.

## Item 17- Voting Client Securities

FLA does not vote Client proxies and has instructed the custodians to forward all proxy materials directly to each Client. In the event, we do receive a proxy, we forward such materials to the Client or to the Trustees or applicable Advisor (such as for an employee benefit plan covered by ERISA), unless the plan's trust agreement provides otherwise.

## Item 18- Financial Information

- A. FLA does not require prepayment of fees of more than \$500 per Client six months or more in advance, therefore disclosures required in this section do not apply to our firm
- B. FLA has no financial commitment which would impair or impede its ability to meet contractual and fiduciary commitments to Clients.
- C. No one associated with FLA has ever been the subject of a bankruptcy petition.

FINANCIAL LIFE ADVISORS  
FORM ADV PART 2A

Item 19- Requirements for State-Registered Advisers

Please refer to our separate brochure ADV Part 2B for information related to sections A-C.

- D.** No one associated with FLA has been involved in any of the events listed in Section D.1. or D.2.
- E.** No one associated with FLA has a relationship or arrangement with any issuer of securities.



KIRK W. FRANCIS, CFP<sup>®</sup> AIF<sup>®</sup>

FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Kirk W. Francis that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors' Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Kirk W. Francis is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Kirk W. Francis is 840623.

## FINANCIAL LIFE ADVISORS

**KIRK W. FRANCIS, CFP® AIF®**

Year of Birth: 1952

### **Item 2 – Educational Background and Business Experience**

#### **EDUCATION**

Texas A&M University; College Station, Texas

#### **BUSINESS BACKGROUND**

- 03/2017 to Present: CEO, CCO Principal and Investment Advisor Representative  
Financial Life Advisors, San Antonio, TX
- 03/1993 to Present: CEO, CCO, Owner and Investment Advisor Representative Cross  
Financial Services Corporation, San Antonio, TX
- 04/2008 to 12/2016: Registered Principal  
United Planners' Financial Services of America, Scottsdale, AZ
- 03/1993 to 04/2008: Registered Principal  
WFG Investments, Inc., Dallas, TX
- 11/1987 to 03/1993: Branch Manager and Registered Representative  
PaineWebber Inc., Weehawken, NJ
- 09/1981 to 11/1987: Branch Manager and Registered Representative Dean  
Witter Reynolds, New York, NY
- 01/1979 to 09/1981: Registered Representative  
E.F. Hutton & Company, New York, NY
- 07/1977 to 12/1978: Registered Representative  
A.G. Edwards & Sons, St. Louis, MO
- 09/1974 to 7/1977: Agent  
Provident Mutual Life Insurance Company, Wilmington, DE

#### **Industry Examinations and Professional Designations:**

Kirk W. Francis has previously taken and passed the following industry examinations: Series 4 (Registered Options Principal), Series 3 (National Commodity Futures), Series 5 (Interest Rate Options), Series 7 (General Securities Representative), Series 8 (General Securities Sales

## FINANCIAL LIFE ADVISORS

Supervisor), and Series 63 (Uniform Securities Agent State Law). In addition, he holds a Texas Insurance License. He has also obtained the following designations: Certified Financial Planner (CFP®) and Accredited Investment Fiduciary (AIF®). The minimum qualifications required for these designations are provided below to assist you in understanding the value of the designation.

**CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with a flame design) marks (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 in the United States and a number of other countries 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.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined are necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include, retirement planning, employee benefits planning, investment planning, income tax planning, insurance planning and risk management, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by the CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use 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 developments in the financial planning field; and

## FINANCIAL LIFE ADVISORS

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification. CFP® Board of Standards: <http://www.cfp.net/>

**The Accredited Investment Fiduciary® (AIF®)** designation represents a thorough knowledge of and ability to apply the fiduciary Practices. AIF® designees have a reputation in the industry for the ability to implement a prudent process into their own investment practices as well as being able to assist others in implementing proper policies and procedures. (AIF®) Training is the best way for investment fiduciaries to absorb the Prudent Practices, their legal underpinnings and how to apply them within existing fiduciary policies and procedures. Through the AIF program participants, learn to: articulate the basis for, and benefits of, fiduciary standards of excellence; identify when an individual or organization may be deemed to have fiduciary status; identify the legal standards that require fiduciaries to prudently manage investment decisions; apply the practices that define a prudent investment process for Investment Stewards and Advisors and recognize the Practices for and Investment Managers. A proctored final exam is required as well as an adherence to the ethical standards and continuing education are required to maintain the designation. <http://www.fi360.com/main/about.jsp>

### **Item 3 – Disciplinary Information**

Kirk W. Francis has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Financial Life Advisors provides.

### **Item 4 – Other Business Activities**

Kirk W. Francis is involved in the following Other Business Activities:

- Mr. Francis is an investment adviser representatives for Cross Financial Services Corporation, an affiliated entity.

### **Item 5 – Additional Compensation**

Kirk W. Francis does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

### **Item 6 – Supervision**

## FINANCIAL LIFE ADVISORS

Mr. Francis is part of the Investment Policy Committee (IPC). The IPC works as a team to set the investment protocol for clients.

### **Item 7 – Requirements for State Registered Advisers**

Mr. Francis has no information to disclose relative to this Item.

FINANCIAL LIFE ADVISORS

BYRON CLARK, AIF<sup>®</sup>

FINANCIAL LIFE ADVISORS  
D/B/A  
FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Dan Clark that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors's Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Byron Clark is available on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Byron D. Clark is 2874549.

**BYRON “DAN” CLARK**

Year of Birth: 1972

**Item 2 – Educational Background and Business Experience**

**EDUCATION**

University of Texas at San Antonio; San Antonio, TX (BBA Management - 1995)

**BUSINESS BACKGROUND**

03/2017 to Present: Investment Advisor Representative  
Financial Life Advisors, San Antonio, TX

09/2010 to Present: Investment Advisor Representative  
Cross Financial Services Corporation, San Antonio, TX

01//2012 to 12/2016: Registered Representative  
United Planners’ Financial Services of America, Scottsdale, AZ

12/2006 to 09/2010: Neuro Specialist  
Integra NeuroSciences, Inc., Plainsboro, NJ

03/2005 to 12/2006: Sales Representative  
Vital Signs Inc., Totowa, NJ

05/2000 to 03/2005: Sales Representative  
Vistakon Inc., Jacksonville, FL

04/1997 to 05/2000: Registered Representative  
The Wilson Williams Financial Group, Dallas, TX

01/1996 to 05/2000: Operations Specialist  
Cross Financial Services Corporation, San Antonio, TX

**Industry Examinations and Professional Designations:**

Dan Clark has previously taken and passed the following industry examinations: Accredited Investment Fiduciary (AIF®). The minimum qualifications required for these designations are provided below to assist you in understanding the value of the designation.

**The Accredited Investment Fiduciary® (AIF®)** designation represents a thorough knowledge of and ability to apply the fiduciary Practices. AIF® designees have a reputation in the industry

for the ability to implement a prudent process into their own investment practices as well as being able to assist others in implementing proper policies and procedures. (AIF®) Training is the best way for investment fiduciaries to absorb the Prudent Practices, their legal underpinnings and how to apply them within existing fiduciary policies and procedures. Through the AIF program participants, learn to: articulate the basis for, and benefits of, fiduciary standards of excellence; identify when an individual or organization may be deemed to have fiduciary status; identify the legal standards that require fiduciaries to prudently manage investment decisions; apply the practices that define a prudent investment process for Investment Stewards and Advisors and recognize the Practices for and Investment Managers. A proctored final exam is required as well as an adherence to the ethical standards and continuing education are required to maintain the designation.  
<http://www.fj360.com/main/about.jsp>

### **QPFC – Qualified Plan Financial Consultant**

Qualified Plan Financial Consultant is the professional credential for financial professionals who sell, advise, market or support qualified retirement plans. The QPFC program provides an understanding of general retirement planning concepts, terminology, distinctive features of qualified plans and the role of retirement plan professionals. QPFC is for professionals with two to three years of retirement plan experience. A candidate will be expected to demonstrate a general proficiency of plan administration, compliance, investment, fiduciary, and ethics issues. All credentialed members must acquire 40 hours of Continuing Education (CE) credits (2 of these must be Ethics) in a two-year cycle and renew NAPA Membership annually to retain credentials.

#### **Item 3 – Disciplinary Information**

Dan Clark has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a client's evaluation of him or any of the services Financial Life Advisors provides.

#### **Item 4 – Other Business Activities**

Dan Clark is an investment adviser representatives for Cross Financial Services Corporation, an affiliated entity.

#### **Item 5 – Additional Compensation**

Dan Clark does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

#### **Item 6 – Supervision**

Mr. Clark's activities are supervised by the firm's Chief Compliance Officer, Kirk W. Francis. Mr. Francis may be contacted by calling (210) 918-8998.

#### **Item 7 – Requirements for State Registered Advisers**

Mr. Clark has no information to disclose relative to this Item.



FINANCIAL LIFE ADVISORS

# MICHAEL B. MCINTOSH, CAIA, CFA

## FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Michael B. McIntosh that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors's Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Michael B. McIntosh is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Michael B. McIntosh is 552848.

## FINANCIAL LIFE ADVISORS

**Michael B. McIntosh, CAIA, CFA**

Year of Birth: 1983

### **Item 2 – Educational Background and Business Experience**

#### **EDUCATION**

Amherst College; Amherst, Massachusetts

#### **BUSINESS BACKGROUND**

03/2017 to Present: Investment Advisor Representative  
Financial Life Advisors, San Antonio, TX

09/2014 to Present: Investment Advisor Representative  
Cross Financial Services Corporation, San Antonio, TX

06/2008 to 06/2014: Research Analyst and Portfolio Manager  
Heritage Financial Services, Westwood, MA

06/2007 to 08/2007: Advisor Group Intern  
Convergent Wealth Advisors, Washington DC

#### **Industry Examinations and Professional Designations:**

Michael B. McIntosh has previously taken and passed the following industry examinations: Series 7 (General Securities Representative), and Series 66 (Uniform Combined State Law). He has also obtained the following designations: Chartered Alternative Investment Analyst (CAIA) and Certified Financial Analyst (CFA). The minimum qualifications required for these designations are provided below to assist you in understanding the value of the designation.

The Chartered Alternative Investment Analyst (CAIA) is a professional designation offered by the CAIA association to investment professionals who complete a course of study, pass two examinations, and: hold a bachelor's degree or the equivalent with more than one year of full-time professional experience within the regulatory, banking, financial or related fields, or have at least four years of full-time professional experience within the regulatory, banking, financial or related fields.

## FINANCIAL LIFE ADVISORS

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 90,000 CFA charter holders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

### Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

## FINANCIAL LIFE ADVISORS

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

### **Item 3 – Disciplinary Information**

Michael B. McIntosh has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Financial Life Advisors provides.

### **Item 4 – Other Business Activities**

Mr. McIntosh is an investment adviser representative for Cross Financial Services Corporation, an affiliated entity.

### **Item 5 – Additional Compensation**

Mr. McIntosh does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

### **Item 6 – Supervision**

Mr. McIntosh's activities are supervised by the firm's Chief Compliance Officer, Kirk W. Francis. Mr. Francis may be contacted by calling (210) 918-8998.

### **Item 7 – Requirements for State Registered Advisers**

Mr. McIntosh has no information to disclose relative to this Item.

FINANCIAL LIFE ADVISORS

SALBADOR B. CADENA, CFP®

FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Sal B. Cadena that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors's Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Sal B. Cadena is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Cadena is 4525765.

## FINANCIAL LIFE ADVISORS

**SAL B. CADENA, CFP®**

Year of Birth: 1965

### **Item 2 – Educational Background and Business Experience**

#### **EDUCATION**

Texas State University; San Marcos, Texas

#### **BUSINESS BACKGROUND**

- 03/2017 to Present: Financial Planner and Investment Advisor Representative  
Financial Life Advisors, San Antonio, TX
- 06/2015 to Present: Financial Planner and Investment Advisor Representative  
Cross Financial Services Corporation, San Antonio, TX
- 06/2015 to 12/2016 Registered Representative  
United Planners' Financial Services of America, Scottsdale, AZ
- 10/2012 to 06/2015 Financial Planner and Investment Advisor Representative  
Christian Investment Advisors
- 07/2012 to 03/2013 Financial Planner and Investment Advisor Representative  
Legacy Wealth Counselors
- 06/2002 to 10/2012: Financial Planner and Investment Advisor Representative  
Christian Investment Services
- 07/2012 to 07/2015: Registered Representative  
Girard Securities, Inc.
- 08/2005 to 07/2012: Registered Representative  
NEXT Financial Group, Inc.
- 06/2002 to 08/2005: Registered Representative  
Lincso/Private Ledger Corp.
- 08/2000 to 05/2002: Campus Technologist  
Comal ISD
- 08/1995 to 05/2000: Mathematics and Computer Teacher  
San Marcos ISD

## FINANCIAL LIFE ADVISORS

### **Industry Examinations and Professional Designations:**

Sal B. Cadena has previously taken and passed the following industry examinations: Series 7 (General Securities Representative), Series 63 (Uniform Securities Agent State Law), and Series 65 (Uniform Combined State Law). He attained and maintains Certified Financial Planner (CFP®) designation.

**CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with a flame design) marks (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 in the United States and a number of other countries 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.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined are necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include, retirement planning, employee benefits planning, investment planning, income tax planning, insurance planning and risk management, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by the CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use 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

## FINANCIAL LIFE ADVISORS

Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification. CFP® Board of Standards: <http://www.cfp.net/>

### **Item 3 – Disciplinary Information**

Sal B. Cadena has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Financial Life Advisors provides.

### **Item 4 – Other Business Activities**

Sal B. Cadena is involved in the following Other Business Activities:

- Mr. Cadena is an investment adviser representatives for Cross Financial Services Corporation, an affiliated entity.

### **Item 5 – Additional Compensation**

Mr. Cadena does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

### **Item 6 – Supervision**

Mr. Cadena's activities are supervised by the firm's Chief Compliance Officer, Kirk W. Francis. Mr. Francis may be contacted by calling (210) 918-8998.

### **Item 7 – Requirements for State Registered Advisers**

Mr. Cadena has no information to disclose relative to this Item.



FINANCIAL LIFE ADVISORS

Benjamin D. Gurwitz, CFP®

FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Benjamin D. Gurwitz that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors's Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Benjamin D. Gurwitz is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Gurwitz is 4702402.

## FINANCIAL LIFE ADVISORS

**Benjamin D. Gurwitz, CFP®**

Year of Birth: 1980

### **Item 2 – Educational Background and Business Experience**

#### **EDUCATION**

Trinity University; San Antonio, Texas

#### **BUSINESS BACKGROUND**

01/2017 to Present: CEO, Member, and Investment Advisor Representative  
Financial Life Advisors, San Antonio, TX

06/2008 to 12/2016: Financial Planner and CCO  
Financial Life Advisors, San Antonio, TX

#### **Industry Examinations and Professional Designations:**

Benjamin D. Gurwitz has previously taken and passed the following industry examinations: Series 65 (Uniform Combined State Law). He attained and maintains Certified Financial Planner (CFP®) designation.

**CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with a flame design) marks (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 in the United States and a number of other countries 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.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined are necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include, retirement planning, employee benefits planning, investment planning, income tax planning, insurance planning and risk management, and estate planning;

## FINANCIAL LIFE ADVISORS

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by the CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use 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 developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification. CFP® Board of Standards: <http://www.cfp.net/>

### **Item 3 – Disciplinary Information**

Benjamin D. Gurwitz has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Financial Life Advisors provides.

### **Item 4 – Other Business Activities**

Benjamin D. Gurwitz is not involved in any Other Business Activities.

### **Item 5 – Additional Compensation**

Mr. Gurwitz does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

## FINANCIAL LIFE ADVISORS

### **Item 6 – Supervision**

Mr. Gurwitz's activities are supervised by the firm's Chief Compliance Officer, Kirk W. Francis. Mr. Francis may be contacted by calling (210) 918-8998.

### **Item 7 – Requirements for State Registered Advisers**

Mr. Gurwitz has no information to disclose relative to this Item.

FINANCIAL LIFE ADVISORS

# Ezequiel Aviles

FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Sal B. Cadena that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors's Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Ezequiel Aviles is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Aviles is 6693636.

## FINANCIAL LIFE ADVISORS

### **Ezequiel Aviles**

Year of Birth: 1992

### **Item 2 – Educational Background and Business Experience**

#### **EDUCATION**

Texas Tech University; Lubbock, Texas

University of Texas Pan American; Edinburg, Texas

#### **BUSINESS BACKGROUND**

05/2016 to Present: Paraplanner  
Financial Life Advisors, San Antonio, TX

08/2015 to 05/2016: Teaching Assistant  
Texas Tech University, Lubbock, TX

09/2014 to 08/2015 Cashier Supervisor  
Sam's Club, McAllen, TX

02/2014 to 08/2014 Credit Risk Analyst  
International Bank of Commerce

01/2011 to 0/2014 Accountant's Assistant  
University of Texas Pan American

#### **Industry Examinations and Professional Designations:**

Ezequiel Aviles has previously taken and passed the following industry examinations: Series 65 (Uniform Combined State Law). He attained and maintains Certified Financial Planner (CFP®) designation.

#### **Item 3 – Disciplinary Information**

Ezequiel Aviles has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Financial Life Advisors provides.

## FINANCIAL LIFE ADVISORS

### **Item 4 – Other Business Activities**

Ezequiel Aviles is not involved in any Other Business Activities.

### **Item 5 – Additional Compensation**

Mr. Aviles does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

### **Item 6 – Supervision**

Mr. Aviles's activities are supervised by the firm's Chief Compliance Officer, Kirk W. Francis. Mr. Francis may be contacted by calling (210) 918-8998.

### **Item 7 – Requirements for State Registered Advisers**

Mr. Aviles has no information to disclose relative to this Item.

FINANCIAL LIFE ADVISORS

Angel Melgoza, CFP<sup>®</sup>

FINANCIAL LIFE ADVISORS

14607 San Pedro, Suite 190  
San Antonio, TX 78232

(210) 918-8998  
[www.fladvisors.com](http://www.fladvisors.com)

March 22, 2017

This Brochure Supplement provides information about Angel Melgoza that supplements the Financial Life Advisors Firm Brochure (Form ADV Part 2A). You should have received a copy of that Brochure. Please contact Kirk Francis at (210) 918-8998 or [kirk@fladvisors.com](mailto:kirk@fladvisors.com) if you did not receive copy of Financial Life Advisors's Form ADV Part 2A or if you have any questions about the contents of this Brochure Supplement.

Additional information about Angel Melgoza is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Melgoza is 6122539.



## FINANCIAL LIFE ADVISORS

**Angel Melgoza, CFP®**

Year of Birth: 1982

### **Item 2 – Educational Background and Business Experience**

#### **EDUCATION**

Texas Tech University; Lubbock, Texas

University of Texas Pan American; Edinburg, Texas

#### **BUSINESS BACKGROUND**

06/2016 to Present: CEO, CCO and Investment Advisor Representative  
MyLife Financial, LLC, Pharr, TX

09/2014 to 03/2017: Chief Compliance Officer  
Financial Life Advisors, San Antonio, TX

06/2012 to 08/2014: Paraplanner  
Financial Life Advisors, San Antonio, TX

05/2011 to 12/2011: Financial Planning Intern  
Amicus Financial Advisors

#### **Industry Examinations and Professional Designations:**

Angel Melgoza has previously taken and passed the following industry examinations: Series 65 (Uniform Combined State Law). He attained and maintains Certified Financial Planner (CFP®) designation.

**CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with a flame design) marks (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 in the United States and a number of other countries 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.

## FINANCIAL LIFE ADVISORS

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined are necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include, retirement planning, employee benefits planning, investment planning, income tax planning, insurance planning and risk management, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by the CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use 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 developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification. CFP® Board of Standards: <http://www.cfp.net/>

## FINANCIAL LIFE ADVISORS

### **Item 3 – Disciplinary Information**

Angel Melgoza has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Financial Life Advisors provides.

### **Item 4 – Other Business Activities**

Angel Melgoza is involved in the following Other Business Activities:

- Mr. Melgoza is the principal owner an investment adviser representatives for MyLife Financial, LLC, an affiliated entity.

### **Item 5 – Additional Compensation**

Angel Melgoza does not receive additional compensation from any third parties for providing advisory services to Financial Life Advisors.

### **Item 6 – Supervision**

Mr. Melgoza's activities are supervised by the firm's Chief Compliance Officer, Kirk W. Francis. Mr. Francis may be contacted by calling (210) 918-8998.

### **Item 7 – Requirements for State Registered Advisers**

Mr. Melgoza has no information to disclose relative to this Item.

## *Privacy Policy Notice*

Rev. June, 2014

FACTS	<b>WHAT DOES FINANCIAL LIFE ADVISORS, LLC DO WITH YOUR FINANCIAL INFORMATION?</b>	
<b>Why?</b>	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.	
<b>What?</b>	<p>The types of personal information we collect and share depends on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> <li>▪ Social Security number and income</li> <li>▪ Account balances and assets</li> <li>▪ Transaction history</li> </ul>	
<b>How?</b>	All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons Financial Life Advisors, LLC chooses to share; and whether you can limit this sharing.	
Reasons we can share your personal information	Does Financial Life Advisors, LLC share?	Can you limit this sharing?
<b>For our everyday business purposes</b> – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes</b> – to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	No	Not Applicable
<b>For our affiliates' everyday business purposes</b> – information about your transactions and experiences	No	Not Applicable
<b>For our affiliates' everyday business purposes</b> – information about your creditworthiness	No	Not Applicable
<b>For our affiliates to market to you</b>	No	Not Applicable
<b>For nonaffiliates to market to you</b>	No	Not Applicable
<b>Questions?</b>	Call (210) 918-8998	

Who we are	
Who is providing this notice?	Financial Life Advisors, LLC
What we do	
How does Financial Life Advisors, LLC protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and building.
How does Financial Life Advisors, LLC collect my personal information?	<p>We collect your personal information, for example, when you:</p> <ul style="list-style-type: none"> <li>▪ Open an account</li> <li>▪ Deposit money</li> <li>▪ Seek advice about your investments</li> <li>▪ Enter into an investment advisory contract</li> <li>▪ Tell us about your investment or retirement portfolio or earnings</li> </ul> <p>We also collect your personal information from other companies.</p>
Definitions	
<b>Affiliates</b>	<p>Companies related by common ownership and control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ <i>We do not share with our affiliates.</i></li> </ul>
<b>Nonaffiliates</b>	<p>Companies not related by common ownership and control. They can be financial or nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ <i>We do not share with nonaffiliates so that they can market to you.</i></li> </ul>
<b>Joint marketing</b>	<p>A formal agreement between nonaffiliated financial companies that together market financial products or service to you.</p> <ul style="list-style-type: none"> <li>▪ <i>We do not jointly market.</i></li> </ul>