

**Firm Brochure**  
(Part 2A of Form ADV)

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This brochure provides information about the qualifications and business practices of Traditions Wealth Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at: 979-694-9100, or by email at: [Brien@TraditionsWealthAdvisors.com](mailto:Brien@TraditionsWealthAdvisors.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.

Traditions Wealth Advisors, LLC is a "Registered Investment Adviser,"- this registration does not imply a certain level of skill or training.

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

March 29, 2011

## **Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

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### **Material Changes since the Last Update**

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 979-694-9100 or by email at: [Brien@TraditionsWealthAdvisors.com](mailto:Brien@TraditionsWealthAdvisors.com).

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## Advisory Business

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### **Firm Description**

Traditions Wealth Advisors, LLC, (“FIRM Brien L. Smith, CFP”) was founded in 2004, its predecessor firms with the same ownership started in 1989.

Traditions Wealth Advisors, LLC provides personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

Traditions Wealth Advisors, LLC is a fee-based financial planning and investment management firm. However, Brien L. Smith, CFP the owner of Traditions Wealth Advisors, LLC may receive commissions for purchasing or selling annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. Traditions Wealth Advisors, LLC is not affiliated with entities that sell financial products or securities, but Brien L. Smith, CFP is associated with Purshe Kaplan Sterling Investments that does accept commissions. No finder’s fees are accepted.

Investment advice is provided, with the client making the final decision on investment selection. Traditions Wealth Advisors, LLC does not act as a custodian of client assets. The client always maintains asset control. Traditions Wealth Advisors, LLC places trades for clients under a limited power of attorney.

A written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

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### **Principal Owners**

Brien L. Smith, CFP is the 100% stockholder.

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## **Types of Advisory Services**

Traditions Wealth Advisors, LLC provides investment supervisory services, also known as asset management services; manages investment advisory accounts not involving investment supervisory services; furnishes investment advice through consultations; issues periodicals about securities by subscription; issues special reports about securities; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

On more than an occasional basis, Traditions Wealth Advisors, LLC furnishes advice to clients on matters including securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of March 29, 2011, Traditions Wealth Advisors, LLC manages approximately \$25 million in assets for approximately 50 clients. All of the assets are managed on a non-discretionary basis.

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## **Tailored Relationships**

The goals and objectives for each client are documented in our client relationship management system. Investment policy statements, engagement letters of customized financial plans are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

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## **Types of Agreements**

The following agreements define the typical client relationships.

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### **Financial Planning Agreement**

A financial plan is designed to help the client with all aspects of financial planning without ongoing investment management after the financial plan is completed.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

The fee for a financial plan is predicated upon the facts known at the start of the engagement. The minimum fee is \$1,000. for a financial plan and is not negotiable. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of a financial plan, future face-to-face meetings may be scheduled as necessary for up to one month. Follow-on implementation work is billed separately at the rate either of \$250. per hour or a percentage of assets under management, not to exceed 1.25%. A yearly advisor retainer fee is also a option for the client. In all options, the annual fee will have a minimum of \$5,000. per year, if the client lives or works in the immediate Brazos Valley area or \$10,000. per year minimum fee if the clients lives and works further than 50 miles from the Brazos Valley area (Brazos County, TX. and immediate surrounding counties).

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### **Advisory Service Agreement**

Most clients choose to have Traditions Wealth Advisors, LLC manage their assets in order to obtain ongoing in-depth advice and life planning. All aspects of the client's financial affairs are reviewed, including those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement includes: cash flow management; insurance review; investment management (including performance reporting); education planning; retirement planning; estate planning; and tax preparation, as well as the implementation of recommendations within each area.

The annual Advisory Service Agreement fee is based on a percentage of the investable assets according to the following schedule with the MINIMUM fees of:

- 1.00% on the first \$500,000;
- 0.80% on the next \$500,000 (from 500,001 to 1,000,000); and
- assets above \$1,000,000.- fees are negotiable but below 0.80%

The minimum annual fee is \$5,000. and is NOT negotiable. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the

client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination. If termination of this Agreement is opted by the Client in the first year of the relationship, the advisor may bill for a full quarter of fees, even if the quarter has just begun.

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**Retainer Agreement**

In some circumstances, a Retainer Agreement is executed in lieu of an Advisory Service Agreement when it is more appropriate to work on a fixed-fee basis. The minimum annual fee for a Retainer Agreement is \$5,000. locally in the Brazos Valley area or \$10,000. minimum fee for those outside of the immediate Brazos Valley area and is NOT negotiable.

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**Investment Management Agreement**

An Investment Management Agreement may be executed when financial planning is not provided as part of the relationship. The annual fee for an Investment Management Agreement is \$\_\_\_\_ and is NOT NEGOTIABLE.

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**Tax Planning Agreement**

Tax planning work is included in the Advisory Service Agreement or Retainer Agreement scope of work. However, Traditions Wealth Advisors, LLC or Brien L. Smith, CFP does not prepare tax returns.

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**Hourly Planning Engagements**

Traditions Wealth Advisors, LLC provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$250. with a minimum of \$5,000. locally or \$10,000. minimum outside of the immediate geographic area.

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**Asset Management**

Assets are invested primarily in no-load or low-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. Traditions Wealth Advisors, LLC does not receive any compensation, in any form, from fund companies, however Brien L. Smith, CFP may receive a commission or some other fee or compensation from a mutual fund company or investment broker dealer. This compensation would always be disclosed to the client in advance.

Investments may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are not available through Traditions Wealth Advisors, LLC.

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### **Termination of Agreement**

A Client may terminate any of the aforementioned agreements at any time by notifying Traditions Wealth Advisors, LLC in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, Traditions Wealth Advisors, LLC will refund any unearned portion of the advance payment.

Traditions Wealth Advisors, LLC may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, Traditions Wealth Advisors, LLC will refund any unearned portion of the advance payment. Traditions Wealth Advisors, LLC reserves the right to retain the full quarterly fee, whether paid in advance or not, when the client opts to terminate the agreement in the first year only of the agreement.

## **Fees and Compensation**

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### **Description**

Traditions Wealth Advisors, LLC bases its fees on a percentage of assets under management, hourly charges, fixed fees (not including subscription fees), subscription fees, or commissions.

Some Retainer Agreements may be priced based on the complexity of work, especially when asset management is not the most significant part of the relationship.

Financial plans are priced according to the degree of complexity associated with the client's situation and the amount of time Traditions Wealth Advisors, LLC must devote to the client's case.

Fees can be Negotiable in some cases.

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### **Fee Billing**

Investment management fees are billed quarterly, in both Advance and Arrears, meaning that we can invoice you both Before and After the three-month billing period has begun or ended. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due upon delivery of the financial plan.

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### **Other Fees**

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Traditions Wealth Advisors, LLC, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

New Advisory Service Agreement fees are calculated on a formula basis and adjusted for complexity of individual situations. The formula is based on gross income, gross assets and other financial considerations, including the anticipated number of hours we anticipate working on the case.

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### **Expense Ratios**

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to Traditions Wealth Advisors, LLC.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

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### **Past Due Accounts and Termination of Agreement**

Traditions Wealth Advisors, LLC reserves the right to stop work on any account that is more than 30 days overdue. In addition, Traditions Wealth Advisors, LLC reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in Traditions Wealth Advisors, LLC's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days. Traditions Wealth Advisors, LLC has the right to retain the full fee if hours worked on the case justifies it.

## Performance-Based Fees

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### Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Traditions Wealth Advisors, LLC does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

## Types of Clients

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### Description

Traditions Wealth Advisors, LLC generally provides investment advice to individuals, , pension and profit sharing plans, trusts, estates, or charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

### Account Minimums

The minimum account size is based on an annual fee of \$5,000. locally and \$10,000. out of the immediate area (as defined earlier).

When an account falls below \$500,000. of billable assets the minimum annual fee of \$5,000. is charged. Depending upon circumstances, Traditions Wealth Advisors, LLC could sign an Hourly Agreement with the client if assets have diminished significantly below \$500,000.

Traditions Wealth Advisors, LLC has the discretion to waive the account minimum. Accounts of less than \$5,000. fee locally or \$10,000. out of the area may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total equal to the \$5,000. fee locally or \$10,000. out of the immediate area within a reasonable time. Other exceptions will apply to employees of Traditions Wealth Advisors, LLC and their relatives, or relatives of existing clients.

Clients receiving ongoing asset management services will be assessed a \$5,000. locally or \$10,000. out of the immediate area minimum annual fee. Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

## Methods of Analysis, Investment Strategies and Risk of Loss

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### Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include Morningstar Principia mutual fund information, Fidelity's "Advisor's Channel", and the World Wide Web., annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that Traditions Wealth Advisors, LLC may use include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services,

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### **Investment Strategies**

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. This means that we use actively-managed funds as the core investments and then add other funds to diversify the Client's accounts in to all areas of an asset allocation portfolio including, but not limited to, individual bonds and bond funds, all areas of equity funds and alternative investments. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Engagement letter, Financial Plan and/or Investment Policy Statement that documents their objectives and their desired investment strategy.

Other strategies may include recommending professional money managers (mutual funds and others) that utilize long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

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### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **Disciplinary Information**

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### **Legal and Disciplinary**

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

## **Other Financial Industry Activities and Affiliations**

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### **Financial Industry Activities**

Traditions Wealth Advisors, LLC is NOT registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

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### **Affiliations**

Traditions Wealth Advisors, LLC has arrangements that are material to its advisory business or its clients with Brien L. Smith, CFP, the principle, who is a registered representative with the broker-dealer (Purshe Kaplan Sterling)

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

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## Code of Ethics

The employees of Traditions Wealth Advisors, LLC have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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## Participation or Interest in Client Transactions

Traditions Wealth Advisors, LLC and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the Traditions Wealth Advisors, LLC *Compliance Manual*.

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## Personal Trading

The Chief Compliance Officer of Traditions Wealth Advisors, LLC is Brien L. Smith, CFP. He reviews all employee trades each quarter. His trades are reviewed by Purshe Kaplan Sterling, a broker/dealer. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

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# Brokerage Practices

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## Selecting Brokerage Firms

Traditions Wealth Advisors, LLC does have an affiliation through its principle, Brien L. Smith, CFP, with Purshe Kaplan Sterling broker/dealer that is a product sales firm. Specific custodian recommendations are made to Clients based on their need for such services. Traditions Wealth Advisors, LLC recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

Traditions Wealth Advisors, LLC recommends discount brokerage firms and trust companies (qualified custodians), such as Fidelity Institutional Investments, Charles Schwab & Co. or TIAA-CREF. Traditions Wealth Advisors, LLC does NOT receive any extra fees or commissions from any of these arrangements.

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## Best Execution

Traditions Wealth Advisors, LLC reviews the execution of trades at each custodian each quarter. The review is documented in the Traditions Wealth Advisors, LLC *Compliance Manual*. Trading fees charged by the custodians

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is also reviewed on a quarterly basis. Traditions Wealth Advisors, LLC does not receive any portion of the trading fees.

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### **Soft Dollars**

Traditions Wealth Advisors, LLC receives no soft dollars from any custodian or firm.

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### **Order Aggregation**

Most trades are mutual funds or exchange-traded funds where trade aggregation does garner any client benefit. Trade aggregation, through Fidelity Investments, allows clients who would not normally meet the minimums for institutional mutual funds, to meet those minimums through aggregation with other clients' assets.

## **Review of Accounts**

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### **Periodic Reviews**

Account reviews are performed quarterly by advisors Brien L. Smith, CFP, President/Owner. Account reviews are performed more frequently when market conditions dictate.

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### **Review Triggers**

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

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### **Regular Reports**

Account reviewers are members of the firm's Investment Committee. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis. *Advisory Service Agreement* clients, *Investment Management* clients, and *Retainer Agreement* clients receive written quarterly updates. The written updates may include a net worth statement, portfolio accounting statement, and a summary of objectives and progress towards meeting those objectives.

## **Client Referrals and Other Compensation**

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### **Incoming Referrals**

Traditions Wealth Advisors, LLC has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

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**Referrals Out**

Traditions Wealth Advisors, LLC does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

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**Other Compensation**

Not applicable, as Traditions Wealth Advisors, LLC does not receive other compensation, unless disclosed above.

## Custody

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**SEC “Custody”**

Not applicable.

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**Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

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**Performance Reports**

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by Traditions Wealth Advisors, LLC.

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**Asset Allocation Statements**

Clients are frequently provided asset allocation statements. These statements show all investable assets, either custodied through Traditions Wealth Advisors, LLC in to Fidelity, Schwab or TIAA-CREF or as supplied by the client.

## Investment Discretion

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**Discretionary Authority for Trading**

Traditions Wealth Advisors, LLC does not accept discretionary authority to manage securities accounts on behalf of clients. Traditions Wealth Advisors, LLC does not have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. Traditions Wealth Advisors, LLC instead consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used and the fees or commission rates paid to the custodian. Traditions Wealth Advisors, LLC does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

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**Limited Power of Attorney**

No limited power of attorney is held on any clients accounts except for the private money manager accounts through Envestnet, an affiliate of Fidelity.

**Voting Client Securities**

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**Proxy Votes**

Traditions Wealth Advisors, LLC does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, Traditions Wealth Advisors, LLC will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

**Financial Information**

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**Financial Condition**

Traditions Wealth Advisors, LLC does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because Traditions Wealth Advisors, LLC does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$600 per client, and six months or more in advance.

**Business Continuity Plan**

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**General**

Traditions Wealth Advisors, LLC has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

**Disasters**

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

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**Alternate Offices**

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

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**Loss of Key Personnel**

Traditions Wealth Advisors, LLC has signed a Business Continuation Agreement with another financial advisory firm to support Traditions Wealth Advisors, LLC in the event of Brien L. Smith, CFP's serious disability or death.

## Information Security Program

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**Information Security**

Traditions Wealth Advisors, LLC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

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**Privacy Notice**

Traditions Wealth Advisors, LLC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

Only with your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

## Brochure Supplement (Part 2B of Form ADV)

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### Education and Business Standards

Traditions Wealth Advisors, LLC requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

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### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.

- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Enrolled Agent (EA): Enrolled Agents are enrolled by the Internal Revenue Service and authorized to use the EA designation. EA enrollment requirements:

- Successful completion of the three-part IRS Special Enrollment Examination (SEE), or completion of five years of employment by the IRS in a position which regularly interpreted and applied the tax code and its regulations.
- Successfully pass the background check conducted by the IRS.

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**EMPLOYEE/OWNER - Brien L. Smith, CFP**

Educational Background:

- Date of birth: 02/17/1959
- Educational Institutions (Year)
- College for Financial Planning: 1989-1994
- University of Houston: 1987-1988 graduate studies in Economics
- Texas A&M University: BBA in Business Management 1981.

Business Experience:

- Traditions Wealth Advisors, LLC. (College Station, TX) owner from 7/2004 to present
- Brien L. Smith, CFP through Purshe Kaplan Sterling Investments (Albany, NY.) Registered Representative from 7/2004 to present
- Raymond James Financial Services, Inc, (St. Petersburg, FL.) Registered Representative from 3/1994 to 7/2004
- Carter Advisory Services, Inc. (Dallas, TX.) -Financial Planner from 3/1994 to 7/2004
- Associated with Carter Financial Management (Dallas, TX.) V.P.- Financial Planner from 3/1994 to 7/2004
- IDS/American Express Financial Advisors (Bryan, TX.) Financial Planner/Registered Rep. from 3/1991 to 3/1994
- IDS/American Express Financial Advisors (Houston, TX) Financial Planner/Registered Rep. from 3/1989 to 3/1991

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Employee Brien L. Smith, CFP is supervised by Purshe Kaplan Sterling Brien L. Smith, CFP, Financial Planner/Owner. They review Employee Brien L. Smith, CFP'S work through frequent office interactions as well as remote interactions. They also review employee Brien L. Smith, CFP'S activities through our client relationship management system.

SUPERVISOR'S contact information:

979-694-9100 Brien@TraditionsWealthAdvisors.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None