

## Item 1 - Cover Page



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Watertown, MA 02472

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January 9, 2015

This Brochure provides information about the qualifications and business practices of Moore Financial Advisors, Ltd. If you have any questions about the contents of this Brochure, please contact us at 617-393-9999 or [moore@mooreadvisors.com](mailto:moore@mooreadvisors.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.

Moore Financial Advisors, Ltd. is a registered investment adviser in the Commonwealth of Massachusetts. Registration of an investment adviser does not imply any level of skill or training. The oral and written communications of an advisor provide you with information about which you determine to hire or retain an advisor.

Additional information about Moore Financial Advisors, Ltd., is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Click on Investment Adviser Search on the left and search by name or by our CRD number which is 130421.

## Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission (SEC) published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by the rules of the SEC. The Commonwealth of Massachusetts also requires advisors registered in Massachusetts to file form ADV (the “Brochure”.) This Brochure dated January 9, 2015 is the annually updated document prepared according to the SEC’s requirements and rules.

“Item 2 – Material Changes” provides a summary of specific material changes that have been made to the Brochure since the last time the Brochure was published on January 9, 2014. The only material change that has taken place is that the minimum account size eligible for the investment management services of Moore Financial Advisors has been increased to \$500,000, effective 12/31/2014. As detailed in Item 5, Fees and Compensation (p. 7), the minimum annual investment management fee has correspondingly increased to \$5,000.

Pursuant to the SEC Rules, as adopted by the Commonwealth of Massachusetts, we will ensure that all clients as of the date of any material change receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting P. Susan Moore, CFP®, President, at 617-393-9999 or moore@mooreadvisors.com.

Additional information about Moore Financial Advisors, Ltd., is also available via the SEC’s web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC’s web site also provides information about any persons affiliated with Moore Financial Advisors, Ltd., who are registered, or are required to be registered, as investment adviser representatives of Moore Financial Advisors, Ltd.

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## Item 4 – Advisory Business

Moore Financial Advisors, Ltd., ("MFA") provides fee-only investment management and financial planning services. P. Susan Moore, CFP®, is the founder, President, and sole shareholder of the firm. The firm was established January 1, 2003, in order to provide personalized, independent, and truly objective financial planning and investment advice to clients. MFA is dedicated to the fiduciary principal that the client's best interests always come first.

MFA provides two types of services:

- Investment management services are ongoing, comprehensive services which include management of investments and financial planning services (described separately below.) The fee for this service is based on the assets under management, and is discussed in Item 5.
- Financial planning services are available for those clients who need financial planning advice and who do not want investment management services. This service may include a comprehensive financial plan, or may be limited to specific financial planning questions, depending on your needs. Financial planning services are provided for an hourly fee, as discussed in Item 5.

### Investment Management Services

MFA's investment management services are built around one goal: to help you plan and manage your finances so that you can achieve your goals in life. To do this, each client relationship begins with the development of a personalized, comprehensive financial plan. Depending upon your needs, this plan may cover financial independence, retirement planning, education planning, risk management and insurance evaluation, cash flow management, estate planning, transferring wealth across generations, charitable intents, and/or tax planning. This plan helps to create an understanding of what you need your investments to accomplish for you. We develop an asset allocation strategy for your investment portfolio to support this long-term plan. Investment management services include the following:

- Developing a personalized investment strategy: Based on the financial plan we develop with you, we design an investment strategy that considers your family circumstances and goals, risk tolerance, tax planning, and charitable desires. If you have specific requests, such as a desire for socially responsible investments, we build this into the strategy. We then determine targets for allocating your portfolio across asset classes such as:
  - a. US and international stocks;

- b. Bonds, CDs, money market funds, and other fixed income investments; and
- c. Alternative asset classes such as real estate, commodities indexes, and other types of assets that may be appropriate for your portfolio.

We select investments for these asset classes based on the results of our research. (See Item 8 for more information on our research.) We use a mix of actively-managed and passive (index) investment vehicles, and primarily use no-load and load-waived mutual fund classes, exchange traded funds (ETFs), and some individual securities (primarily bonds) to provide exposure to these asset classes in your portfolio.

- Implementing the investment strategy: We manage the opening, transfer and consolidation of your accounts, and invest your portfolio according to your personalized investment strategy.
- Managing your portfolio on an ongoing basis: We monitor your portfolio to make sure it remains allocated according to the investment strategy we've established for you. We also monitor the individual holdings in your portfolio for changes that might affect your portfolio, such as a change in the manager of a mutual fund, a change in a mutual fund's strategy, or the closing of a fund.
- Attention to tax efficiency: We integrate tax considerations into investment strategy in order to minimize your current and future taxes. We do this at two levels:
  - a. We match asset classes and account types to maximize tax efficiency. Taxable (non-retirement) accounts, tax-deferred accounts (e.g., traditional IRAs) and Roth IRAs are each taxed differently. The income and gains from the different classes of assets that can be invested in each of these accounts are also taxed differently (such as the non-taxable interest of a municipal bond vs. the capital gains of a stock mutual fund vs. the interest paid by a taxable bond fund.) By matching each account with the types of assets invested in that account, we minimize your taxes now and in the future.
  - b. Within asset classes, some mutual funds and exchange traded funds (ETFs) are managed with more attention to controlling turnover and other factors which can impact taxes. When appropriate, we will select these types of investments for taxable accounts.

If you have low-basis and/or concentrated positions in your portfolio, we develop a strategy with you to help diversify your portfolio in a tax-efficient manner.

- Helping you stick with your plan: By helping you to contain emotional responses to market movements, we can help you avoid the tendency to "buy high and sell low." We provide our clients with perspective on market movements so your portfolio remains invested according to your investment plan.
- Collaborating with other professionals: We collaborate with your accountant, attorney, or other professionals to help you integrate professional services and ensure the advice and services you receive are coordinated.
- Providing financial planning advice for you based on your individual needs: Our investment management services are comprehensive. In addition to the financial plan we develop with you at the outset of our investment management relationship, our services include helping you with financial planning questions and concerns as they arise.

MFA's investment management services are provided on a non-discretionary basis; we do not make an investment change in your portfolio without discussing it with you first. (See also Item 16.)

As of December 31, 2014, MFA had \$38,667,089 under management.

### **Financial Planning Services**

For those clients who do not want investment management services, MFA offers comprehensive financial planning services. A comprehensive financial plan typically includes retirement and education planning, cash flow planning, estate planning, risk management and insurance evaluation, tax planning, and investment recommendations. MFA may also provide advice on a specific topic(s) without providing a comprehensive plan, if both MFA and the client agree that a limited scope of services is appropriate.

MFA's investment advice for hourly financial planning clients primarily relies upon index, or passively managed, mutual funds and exchange traded funds as a basis for investment recommendations. Since MFA is not actively managing or supervising investment accounts on an ongoing basis for hourly clients, use of index funds removes the risks associated with changes in fund management or strategy.

After completing a financial planning engagement for a financial planning services client, a check-up or periodic updates may be appropriate to maintain the relevance of the financial planning recommendations. Responsibility for initiating any such check-up or update rests with the client.

### **Additional information regarding all services provided by MFA:**

MFA may recommend additional services from MFA and/or other professionals for implementation purposes. We will advise you that a conflict of interest exists if MFA recommends its own services. You are under no obligation to act upon any of the recommendations made by MFA and/or engage the services of any such recommended professional (including MFA itself.) You retain absolute discretion over all such implementation decisions and are free to accept or reject any recommendations from MFA. Moreover, every client has the responsibility to promptly notify MFA if there is ever any material change in their financial situation or investment objectives for the purpose of reviewing, evaluating or revising MFA's previous recommendations and/or services.

## Item 5 – Fees and Compensation

All MFA investment advisory services are provided on a fee-only basis. We do not accept compensation from anyone other than our clients.

### Investment Management Services

MFA charges an annual investment management fee based upon a percentage of the market value of the assets being managed by MFA. The investment management fee varies (between 0.50% and 1.0% of total assets under management with a minimum fee of \$5,000) depending upon the market value of the assets under management, as follows:

One percent of the first one million dollars of assets under management, plus  
Three-quarters of one percent of the next two million dollars of assets under management,  
plus  
One-half of one percent of remaining assets under management.

The minimum account size eligible for MFA's investment management services is \$500,000.

As noted above, each client relationship begins with the development of a personalized, comprehensive financial plan. The fee for this initial financial plan is an hourly fee and is separate from the investment management fee. The hourly financial planning fee of \$200 per hour is charged for development of the initial financial plan. After the initial financial plan has been completed and MFA has assumed management of the client's investment portfolio, any additional financial planning services are covered by the investment management fee described above without imposing an additional hourly charge. MFA, in its sole discretion, may negotiate or charge a lesser management fee, or accept a lower minimum account size, based upon certain criteria (i.e., anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, pre-existing client, etc.) Some MFA pre-existing client fee arrangements may differ from the fees quoted above.

The investment advisory agreement between you and MFA will continue in effect until terminated by either party by written notice.

#### *Billing Method*

MFA's annual investment management fee is billed quarterly, in arrears, based upon the market value of the assets on the last day of the previous quarter. In most cases, we ask you to authorize MFA to have the quarterly investment management fee deducted directly from your account(s). When deducting fees from your portfolio, MFA simultaneously sends

to you a bill showing the amount of the management fee, the value of your assets on which the fee was based, and the manner in which MFA's fee was calculated.

Management fees will be prorated for each capital contribution and withdrawal made during the calendar quarter (with the exception of de minimis contributions and withdrawals). Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any unpaid fees will be due and payable.

#### *Other Fees and Expenses*

MFA's fees do not include brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. You may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees (i.e., expense ratios), which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to MFA's fee, and MFA does not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that MFA considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

### **Financial Planning Services**

MFA charges an hourly fee for financial plans and for financial planning/consulting services. MFA's financial planning and consulting fees are based on an hourly rate of \$200.

At the outset of providing financial planning services, MFA and the client will enter into a written agreement setting forth the terms and conditions of the engagement, and describing the scope of the services to be provided. MFA will make a best effort at giving you an estimate of the total expected cost of the engagement, but the actual amount cannot be determined until the number of hours billed is known. MFA bills for the time we spend with you, and for the time spent doing research or analysis in order to provide you with results and recommendations. MFA charges its fees in quarter hour increments.

MFA may at its discretion require one-half of the financial planning (estimated hourly) or \$500, whichever is less, payable upon entering the written agreement. The balance is generally due upon delivery of the financial plan or completion of the agreed upon services. Either party may terminate the agreement by written notice to the other. In the event the client terminates financial planning and/or consulting services prior to completion of the agreed upon scope of services, the balance of MFA's unearned fees (if any) shall be refunded to the client.

## **Item 6 – Performance-Based Fees and Side-By-Side Management**

MFA does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## **Item 7 – Types of Clients**

MFA clients may include individuals and families, pension plans, profit sharing plans, trusts and estates. As discussed above, the minimum portfolio size for investment management services is typically \$300,000 (or a minimum annual investment management fee of \$3,000,) although this is negotiable in some situations.

MFA strives to provide financial planning services for individuals from all walks of life, and there is no minimum for hourly financial planning services that do not include investment management services.

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

### **Methods of Analysis**

Securities analysis methods at MFA rely on fundamental and technical analysis, and consider macroeconomic, market, and individual business factors in evaluating investment strategies. Sources of information include Morningstar reports and historical data, fund prospectuses, S&P reports, financial newspapers and magazines, research materials prepared by others, filings with the Securities and Exchange Commission, conference calls, annual reports, and industry conferences.

One of the important elements of our research approach is our participation in a consortium of investment advisors who meet regularly to share the results of research on investment asset classes, and on individual investments within these asset classes. This research is rigorous and comprehensive. The group regularly examines the investment strategies used by each fund manager, the types of investments used, how the investment has performed in “bull” markets as well as “bear” markets, tax efficiency, diversification, expenses, and other factors. By sharing the results of our research, we are able to increase the strength of the due diligence we perform on each investment.

## **Investment Strategies**

### *Investment Management Clients*

MFA's primary approach to investment strategy for our investment management clients is strategic asset allocation, modified at times with adjustments in asset allocation based on macroeconomic and market conditions. Strategic asset allocation strategy is based on establishing targets for allocating the portfolio to various asset classes and periodically rebalancing the portfolio to those targets as needed. From time to time, when macroeconomic or market conditions or outlook indicate that an asset class is overvalued or undervalued, we may underweight or overweight that asset class to leverage gains or avoid risk.

The strategic asset allocation for a specific client is based upon the objectives, income needs, and tax situation stated by the client during consultations. You may change these objectives at any time. Each client portfolio is constructed solely for that client. We do not use model portfolios, and we do not utilize composites to illustrate results.

MFA generally uses both actively- and passively-managed no-load mutual funds (i.e., mutual funds that do not charge commissions), load-waived mutual funds (i.e., mutual funds which normally charge a commission, but for which MFA can get the commission waived for our clients), exchange traded funds, individual bonds, certificates of deposit, and money market accounts. In addition, MFA is in some cases able to access mutual funds that are closed to most new participants for our clients, as well as institutional share classes of mutual funds which have lower expenses.

### *Financial Planning Services*

As discussed in Item 4 – Advisory Business, MFA generally uses index, or passively-managed, mutual funds and exchange-traded funds when providing investment recommendations for financial planning clients who are not engaging MFA to provide ongoing investment management. Since the client, and not MFA, controls the frequency with which a financial planning client's portfolio is reviewed for needed changes, this reduces the risk that a client holds an investment which may have become inappropriate for his/her portfolio. Financial planning clients are encouraged to seek advice to review and rebalance their portfolios on a regular basis.

## **Risk of Loss**

Prior to entering into an agreement with MFA, you should carefully consider:

1. That investing in securities involves risk of loss which you should be prepared to bear;
2. That securities markets experience varying degrees of volatility;
3. That over time the your assets may fluctuate and at any time be worth more or less than the amount you invested; and
4. Any funds that carry market risk should be invested on a long-term basis, usually a minimum of five years. Any funds that you may need to access in less than five years should not be put at risk in the markets.

While MFA will use its best judgment and good faith efforts in providing investment advice, not every investment decision or recommendation made by MFA will be profitable. MFA cannot warrant or guarantee any level of investment results. As with all investments, you assume all market risk and understand that investment decisions are subject to various economic, systemic, interest-rate, inflation, reinvestment, liquidity, business, political, currency, and financial risks.

## **Item 9 – Disciplinary Information**

MFA and its employees have not been involved in any legal or disciplinary events related to past or present activities.

## **Item 10 – Other Financial Industry Activities and Affiliations**

MFA is a member of the National Association of Personal Financial Advisors (NAPFA), which requires that its members are fee-only and obtain a minimum of 60 continuing education credits every two years.

MFA is a member of the Financial Planning Association (FPA), the largest professional organization for financial planning practitioners.

MFA is a member of PridePlanners, a non profit organization whose mission is to provide educational opportunities to financial professionals who serve non-traditional families.

Neither MFA nor its employees have a business relationship or arrangement that materially impacts our advisory business.

## **Item 11 – Code of Ethics**

### **Code of Ethics**

The employees of Moore Financial Advisors, Ltd., have committed to a Code of Ethics and Fiduciary Oath as outlined by the National Association of Personal Financial Advisors (NAPFA). The key points are: putting the clients' interest first, objectivity, confidentiality, competence, fairness and suitability, integrity and honesty, regulatory compliance, full disclosure, and professionalism. CFP® designees are also held to a Code of Ethics as outlined by the CFP® Board of Standards. The firm will provide a copy of these Codes of Ethics to any client or prospective client upon request.

## **Participation or Interest in Client Transactions and Personal Trading**

We do not sell to you (or buy from you) securities that we own. We do not act as a general partner in investments we recommend to you. We do not advise any investment firm in which we recommend that you invest. Members of our staff and their families (“related persons”) may invest in mutual funds, bonds, and securities that we recommend to you. At times, MFA may buy investments for its proprietary accounts that it does not buy for its clients.

MFA is aware of the potential for conflicts of interest between it and its clients in connection with the buying and selling of securities. Officers and employees of MFA must submit a personal securities transaction report, in accordance with MFA's insider trading policy, for accounts in which they have a beneficial interest within ten days following each calendar quarter.

## **Insider Trading**

MFA also maintains and enforces written policies reasonably designed to prevent the unlawful use of material non-public information by MFA or any person associated with MFA.

## **Item 12 – Brokerage Practices**

### **Factors Considered in Selecting Brokerage Firms**

MFA does not have any affiliation with product sales firms. For our investment management clients, specific custodian recommendations are made to clients based on their need for such services. MFA recommends custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable commission rates, and the quality of client service.

MFA does not receive fees or commissions from custodians that we recommend, although MFA may benefit from electronic delivery of client information, electronic trading platforms and other services provided by custodians for the benefit of clients. MFA may also benefit from other services provided by custodians, such as research, continuing education, and practice management advice. These benefits are standard in a relationship with these custodians and are not in return for client recommendations or transactions. MFA reviews the execution of trades at each custodian annually. Trading fees charged by the custodians are also reviewed on an annual basis. MFA does not receive any portion of the trading fees.

## **Soft Dollars**

MFA does not receive soft dollar benefits from the custodians to whom we recommend clients.

## **Directed Brokerage**

We do not direct brokerage for specific client transactions except individual bonds, for which we select the broker-dealer with the best availability and pricing on each individual trade.

## **Item 13 – Review of Accounts**

### **Investment Management Clients**

Account reviews for investment advisory clients are conducted periodically and/or at your request. All clients are encouraged to meet regularly with MFA to review investment objectives, financial situations, needs, and goals, and to keep MFA informed of any changes. An account review may include updates on client goals, analysis of asset allocation and rebalancing if needed, evaluation of current holdings, and/or performance evaluation against appropriate benchmarks.

When you meet with MFA you will receive a report containing a review of the composition and performance of your investment portfolio. You may also receive performance reports and/or portfolio analyses at other times at your request. You will receive monthly/quarterly account statements and transaction confirmations from your custodian(s).

Account reviews are conducted by Susan Moore. A review of your portfolio for rebalancing is conducted at least annually, and may be conducted more often when changes in market conditions, new information about an investment, changes in tax laws, or other important changes occur.

### **Financial Planning Clients**

The frequency of reviews for financial planning (non-investment management clients) is determined by the client. However, financial planning clients are encouraged to obtain a review of their investments on a regular basis, and to update their financial plans periodically or when there are major changes in their situation. This is especially important as you approach retirement or prepare to make major financial decisions.

## **Item 14 – Client Referrals and Other Compensation**

MFA has been fortunate to receive client referrals over the years from a variety of sources, including current clients, estate planning attorneys, accountants, personal friends, and other sources. MFA does not pay for referrals.

MFA does not accept referral fees or any form or remuneration from other professionals when a prospect or client is referred to them.

## **Item 15 – Custody**

### **Account Statements**

All assets are held at qualified custodians, who provide account statements directly to clients at their address of record at least quarterly. Clients are encouraged to carefully review the statements provided by their custodians.

### **Statements Provided by MFA**

Clients are at times provided account statements, net worth statements, and net worth graphs that are generated from our portfolio accounting and financial planning software. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land, real estate, limited partnerships, and other hard-to-price assets. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks. The book values of hard to price assets are reviewed whenever supplemental information relating to valuation is received. Otherwise, these assets are priced at client cost. Clients are urged to compare the statements they receive from us to those they receive from their qualified custodians.

### **SEC “Custody”**

MFA does not take custody over client funds and securities. Instead, client assets are held at a qualified custodian. Accordingly, MFA shall have no liability to the client for any loss or other harm to any property in the account.

## **Item 16 – Investment Discretion**

MFA does not accept discretionary authority over your accounts. We believe it is important for you to have the opportunity to discuss and ask questions about an investment change prior to our making that change.

## **Item 17 - Voting Client Securities**

As a matter of firm policy and practice, MFA does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios.

## **Item 18 - Financial Information**

MFA does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. MFA does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$500 per client, six months or more in advance.

MFA does not foresee any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

## **Item 19 - Requirements for State-Registered Advisers**

The principal owner of MFA is P. Susan Moore, CFP®.

### **Education & Business Background**

#### **Certified Financial Planner™ Certificant – 10/14/2002**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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 as 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 insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, 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 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 in order 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 CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

#### **Education:**

- Boston University (Boston, MA): Diploma, Financial Planning
- Georgia Institute of Technology (Atlanta, GA): M.S. Health Systems Engineering
- Shorter College (Rome, GA): B.A. Psychology and Sociology

#### **Business Background:**

Moore Financial Advisors, Ltd. (Watertown, MA)  
Financial Planner and Investment Advisor (2003-present)  
Fairfield Financial Advisors, Ltd. (Wellesley, MA)

Financial Planner (2001-2002)  
Harvard Pilgrim Health Care (Wellesley, MA)  
Manager (1993 – 2001)  
Digital Equipment Corporation (Stow, MA)  
Principal Management Consultant (1988-1992)  
KPMG Peat Marwick (Boston, MA)  
Principal Consultant (1985-1988)  
Applied Management Systems (Burlington, MA)  
Account Manager (1981-1985)

Neither Moore Financial Advisors, Ltd., nor P. Susan Moore have been found liable or required to pay any award for an arbitration claim or other civil proceeding related to an investment related activity.

## **Appendix: Brochure Supplement**

### **Item 1- Cover Page**

#### **Supplemental Brochure**

P. Susan Moore, President

Phone: 617-393-9999

Email: moore@mooreadvisors.com

Website: www.mooreadvisors.com

January 2, 2014

This Brochure Supplement provides information about P. Susan Moore that supplements the Moore Financial Advisors, Ltd., Brochure. If you have not received a copy of that Brochure, or if you have any questions about the contents of this supplement, please contact Susan Moore (contact info shown above.)

Additional information about P. Susan Moore is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Click on Investment Adviser Search on the left and search by name or by our CRD number which is 130421.

## Item 2- Educational Background and Business Experience

### P. Susan Moore

- DOB – 08/01/1950

#### Education:

- Boston University (Boston, MA): Diploma, Financial Planning
- Georgia Institute of Technology (Atlanta, GA): M.S. Health Systems Engineering
- Shorter College (Rome, GA): B.A. Psychology and Sociology

#### Business Background:

Moore Financial Advisors, Ltd. (Watertown, MA)  
Financial Planner and Investment Advisor (2003-present)  
Fairfield Financial Advisors, Ltd. (Wellesley, MA)  
Financial Planner (2001-2002)  
Harvard Pilgrim Health Care (Wellesley, MA)  
Manager (1993 – 2001)  
Digital Equipment Corporation (Stow, MA)  
Principal Management Consultant (1988-1992)  
KPMG Peat Marwick (Boston, MA)  
Principal Consultant (1985-1988)  
Applied Management Systems (Burlington, MA)  
Account Manager (1981-1985)

## Item 3- Disciplinary Information

Registered Investment Advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

NOTICE TO MASSACHUSETTS CLIENTS; A disciplinary history of the registrant or its representatives, if any, can be obtained by calling the Massachusetts Securities Division at (617) 727-3548. [See below for a list of events that, at a minimum, must be disclosed.]

There is no information to disclose applicable to this Item.

#### **Item 4- Other Business Activities**

Susan Moore is not actively engaged in any outside investment related business activities and has no relationships which would create a material conflict of interest with clients. She does not receive commissions, bonuses or other compensation based on the sale of securities or other investment products. She is not actively engaged in any other business or occupation which provides a substantial source of income or involves a substantial amount time.

#### **Item 5- Additional Compensation**

Susan Moore does not receive any additional compensation (or other economic benefit) for providing investment advisory services. She receives no compensation from anyone other than from clients.

#### **Item 6 - Supervision**

MFA's sole investment advisor representative is its principal and owner, Susan Moore, who is solely responsible for supervision of the services and advice provided to clients. Susan Moore is also responsible for ensuring that MFA is adhering to the fiduciary duties owed to its clients.

#### **Item 7- Requirements for State-Registered Advisors**

Susan Moore maintains her registration as a representative of Moore Financial Advisors, Ltd., in the Commonwealth of Massachusetts.

Registered Investment Advisors are required to make disclosures if their Supervised Persons (including Susan Moore) have been involved in any of the events listed below:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - (a) an investment or an investment-related business or activity;
  - (b) fraud, false statement(s), or omissions;
  - (c) theft, embezzlement, or other wrongful taking of property;
  - (d) bribery, forgery, counterfeiting, or extortion; or
  - (e) dishonest, unfair, or unethical practices.
  
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - (a) an investment or an investment-related business or activity;

- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

Susan Moore has no past, current or pending arbitrations settlements. She has no past, current, or pending civil or criminal actions. She has no past, current or pending personal bankruptcy proceedings.