

Firm Brochure
(Part 2A of Form ADV)

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This brochure provides information about the qualifications and business practices of LIFEFOCUS FINANCIAL ADVISORS, LLC. If you have any questions about the contents of this brochure, please contact us at: 509-526-4521, or by email at bdeal@lifefocusadvisors.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about LIFEFOCUS FINANCIAL ADVISORS, LLC is available on the SEC's website at: www.adviserinfo.sec.gov

March 12, 2025

Material Changes

Annual Update March 12, 2025

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

Material Changes since the Last Update

The transition to LPL Financial with a majority of Assets Under Management has been completed. Hourly investment advisory fees have been updated. The firm has added an employee as detailed in the “Employee” section of this Brochure.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 509-526-4521 or by email at: BDEAL@LIFEFOCUSADVISORS.COM.

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Advisory Business

Firm Description

LIFEFOCUS FINANCIAL ADVISORS, LLC, was founded in 2005.

LIFEFOCUS FINANCIAL 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.

LIFEFOCUS FINANCIAL ADVISORS, LLC is strictly a fee-only financial planning and investment management firm. The firm does not sell for a commission annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other like products. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

Investment advice is an integral part of financial planning. In addition, LIFEFOCUS FINANCIAL ADVISORS, LLC advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

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

Periodic reviews are 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, insurance agents, 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 at 509-526-4521, 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.

Principal Owners

ROBERT DEAL is a 100% owner.

Types of Advisory Services

LIFEFOCUS FINANCIAL 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; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

On more than an occasional basis, LIFEFOCUS FINANCIAL ADVISORS, LLC furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of MARCH 12, 2025, LIFEFOCUS FINANCIAL ADVISORS, LLC manages approximately \$79,005,000 in assets for approximately 86 clients. All funds are managed on a discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented in our investment policy statements. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

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 fee is \$275 per hour and is 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 of \$275 per hour.

Advisory Service Agreement

Most clients choose to have LIFEFOCUS FINANCIAL 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 if possible. 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; income tax planning and estate planning; 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:

- 0.85% on the first \$1,000,000;
- 0.80% from 1,000,001 to 2,000,000;
- 0.75% from 2,000,001 to 4,000,000; and
- 0.65% on the assets above \$4,000,000.

The annual fee is 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.

Tax preparation work is performed at an additional fee. Eligible federal and applicable state returns are filed electronically without an additional fee.

Retainer/Flat Fee Agreement

In certain circumstances a client is not able or does not desire to use a fee based on a percentage of investable assets as described above. In this situation, a client may opt for a flat fee of \$6,500 annually, billed in quarterly installments of \$1,625.

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 as scheduled above and is negotiable.

Tax Preparation Agreement

Tax preparation work performed separately from an *Advisory Service Agreement* or a *Retainer Agreement* is billed at a rate of \$275 per hour. Eligible federal and applicable state returns are filed electronically without an additional fee.

Hourly Planning Engagements

LIFEFOCUS FINANCIAL 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 \$275.

Asset Management

Assets are invested primarily in no-load 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 may charge a fee for stock and bond trades. LIFEFOCUS FINANCIAL ADVISORS, LLC does not receive any compensation, in any form, from fund companies.

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

Initial public offerings (IPOs) are not available through LIFEFOCUS FINANCIAL ADVISORS, LLC.

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying LIFEFOCUS FINANCIAL 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, LIFEFOCUS FINANCIAL ADVISORS, LLC will refund any unearned portion of the advance payment.

LIFEFOCUS FINANCIAL 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, LIFEFOCUS FINANCIAL ADVISORS, LLC will refund any unearned portion of the advance payment.

Fees and Compensation

Description

LIFEFOCUS FINANCIAL ADVISORS, LLC bases its fees on a percentage of assets under management, hourly charges, or flat fees.

Financial plans are priced according to the degree of complexity associated with the client's situation.

Fees are negotiable.

Fee Billing

Investment management fees are billed quarterly, in advance, meaning that we invoice you before the three-month billing period has begun. 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.

In all instances, the Adviser will send the client a written invoice, including the fee, the formula used to calculate the fee, the fee calculation itself, the time period covered by the fee, and, if applicable, the amount of assets under management on which the fee was based. Also, the Adviser will include the name of the custodian(s) on your fee invoice. The Adviser will send these to the client concurrent with the request for payment or payment of the Adviser's advisory fees. We urge the client to compare this information with the fees listed in the account statement.

Fees for financial plans are typically billed one-half (50%) in advance, with the remaining balance due upon delivery of the financial plan.

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.

LIFEFOCUS FINANCIAL 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.).

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 0.50% for their services. These fees are in addition to the fees paid by you to LIFEFOCUS FINANCIAL ADVISORS, LLC.

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

Past Due Accounts and Termination of Agreement

LIFEFOCUS FINANCIAL ADVISORS, LLC reserves the right to stop work on any account that is more than 45 days overdue. In addition, LIFEFOCUS FINANCIAL 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 LIFEFOCUS FINANCIAL ADVISORS, LLC's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

Performance-Based Fees

Sharing of Capital Gains

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

LIFEFOCUS FINANCIAL 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

Description

LIFEFOCUS FINANCIAL 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

There are no account minimums.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

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

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that LIFEFOCUS FINANCIAL ADVISORS, LLC may use include Morningstar mutual fund information, Morningstar stock information, and the World Wide Web.

Analysis is generally limited to “passive” investment products such as index mutual funds, ETFs, etc. and is designed to find products that fill broad asset classes (such as large growth, large value, small growth, small value, international equity and so on).

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a passive approach. This means that we use passively-managed index, index like and exchange-traded funds as investments. Portfolios are globally diversified to control the risk associated with traditional markets.

Investment portfolios are typically based upon model portfolios that have been compiled by a third party to approximate the theoretical maximum expected return for a given level of risk determined through consultation and questioning of clients.

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 Investment Policy Statement that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, and margin transactions

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

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

Financial Industry Activities

None

Affiliations

None

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

Code of Ethics

The employees of LIFEFOCUS FINANCIAL 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 (found in the *Compliance Manual*) to any client or prospective client upon request.

Participation or Interest in Client Transactions

LIFEFOCUS FINANCIAL 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 LIFEFOCUS FINANCIAL ADVISORS, LLC *Compliance Manual*.

Personal Trading

The Chief Compliance Officer of LIFEFOCUS FINANCIAL ADVISORS, LLC is Robert Deal. He reviews all employee trades each quarter. 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.

Brokerage Practices

Selecting Brokerage Firms

LIFEFOCUS FINANCIAL ADVISORS, LLC does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. LIFEFOCUS FINANCIAL 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.

LIFEFOCUS FINANCIAL ADVISORS, LLC recommends qualified custodians, such as Fidelity and LPL Financial.

LIFEFOCUS FINANCIAL ADVISORS, LLC does not receive fees or commissions from any of these arrangements.

Best Execution

LIFEFOCUS FINANCIAL ADVISORS, LLC reviews the execution of trades at each custodian periodically. Trading fees charged by the custodians are also reviewed on a periodic basis. LIFEFOCUS FINANCIAL ADVISORS, LLC does not receive any portion of the trading fees.

Soft Dollars

LifeFocus Financial Advisors, LLC generally custodies assets with Fidelity, based in Boston, MA and LPL Financial, based in San Diego, CA. Both Fidelity and LPL Financial provide web access to view client accounts and various monthly/annual reports. Neither Fidelity or LPL charges LifeFocus Financial Advisors, LLC for this service. In addition, Fidelity and LPL provide various articles and information on topics such as practice management, compliance, etc. and they do not charge for these services.

Order Aggregation

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

Review of Accounts

Periodic Reviews

Account reviews are performed quarterly by ROBERT DEAL, Owner. Account reviews are performed more frequently when market conditions dictate.

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.

Regular Reports

Clients receive periodic communications on at least an annual basis. *Advisory Service Agreement* clients and *Investment Management* clients receive written quarterly portfolio performance statements if the client uses either of the Advisor's custodians – LPL Financial or Fidelity.

Client Referrals and Other Compensation

Incoming Referrals

LIFEFOCUS FINANCIAL 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.

Referrals Out

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

Other Compensation

None

Custody

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, but typically monthly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by LIFEFOCUS FINANCIAL ADVISORS, LLC. Performance reports are mailed, emailed or posted to a client web-based electronic vault on a quarterly basis.

Investment Discretion

Discretionary Authority for Trading

LIFEFOCUS FINANCIAL ADVISORS, LLC accepts discretionary authority to manage securities accounts on behalf of clients. LIFEFOCUS FINANCIAL ADVISORS, LLC has 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. However, LIFEFOCUS FINANCIAL ADVISORS, LLC 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 commission rates paid to the custodian. LIFEFOCUS FINANCIAL ADVISORS, LLC does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

Voting Client Securities

Proxy Votes

LIFEFOCUS FINANCIAL ADVISORS, LLC does not vote proxies on securities. Clients are expected to vote their own proxies.

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

Financial Information

Financial Condition

LIFEFOCUS FINANCIAL 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 LIFEFOCUS FINANCIAL ADVISORS, LLC does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$500 per client, and six months or more in advance.

Business Continuity Plan

General

LIFEFOCUS FINANCIAL 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.

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.

Loss of Key Personnel

LIFEFOCUS FINANCIAL ADVISORS, LLC has not signed a Business Continuation Agreement with another financial advisory firm to support LIFEFOCUS FINANCIAL ADVISORS, LLC in the event of ROBERT DEAL's serious disability or death.

Information Security Program

Information Security

LIFEFOCUS FINANCIAL ADVISORS, LLC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

LIFEFOCUS FINANCIAL 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.

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 at 509-526-4521, by mail, or by email at bdeal@lifefocusadvisors.com, 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.

Education and Business Standards

Advisory persons associated with LIFEFOCUS must possess, minimally, appropriate business experience and all required licenses. CPA, PFS, CFP, or CFA designation is preferred but not required.

LIFEFOCUS FINANCIAL ADVISORS, LLC requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning.

Professional Certifications

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

Certified Public Accountant (CPA) CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college [education](#) (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum [experience](#) levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members¹ are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

Personal Financial Specialist (PFS) The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE

⁵ This description represents the requirements as of 1/1/2011. It is the responsibility of the adviser to disclose the qualifications in place when he or she attained the credential.

credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the [AICPA](#).

EMPLOYEE ROBERT DEAL , CPA, PFS

Robert Deal, CPA, PFS is the owner and a financial advisor at LifeFocus Financial Advisors, LLC. Mr. Deal has a B.A. in Business Administration-Accounting from Washington State University in 1990. Mr. Deal has been a CPA since October of 1990 and a Personal Financial Specialists (PFS) since 1996. Mr. Deal was born in 1968.

Mr. Deal has worked in the follow CPA firms in the following positions:

1. Arthur Andersen: From June 1990 to June 1992. Staff /Senior Accountant
2. Leffel, Otis & Warwick: From July 1992 to July 1994. Senior Accountant
3. Niemi, Holland & Scott. September 1994 to December 2000. Manager/Partner. Niemi, Holland & Scott was merged into LeMaster & Daniels in December 2000.
4. LeMaster & Daniels. December 2000 to August 2005. Partner

Mr. Deal has also worked simultaneously at the following financial services firms:

1. Niemi Financial Consulting. From October 1999 to December 2000. Partner. Niemi Financial was merged into Prospera Investment Advisors in December 2000.
2. Prospera Investment Advisors. From December 2000 to August 2005. Partner.

Disciplinary Information: None

Other Business Activities:

Robert Deal, also a Certified Public Accountant, is engaged in the practice of accounting, primarily tax consulting and preparation.

LIFEFOCUS emphasizes that clients are under no obligation to use Mr. Deal for tax or accounting services.

LIFEFOCUS officers may spend up to 50% of their time from February 1 to April 15 of each year with these accounting-related business activities. The rest of the year, up to 35% of time may be spent on these activities.

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

EMPLOYEE SETH DEAL, CPA

Seth Deal, CPA is an Investment Advisor Representative (IAR) for LifeFocus Financial Advisors, LLC. Seth graduated with a Bachelor's degree in Business Administration from Lewis-Clark State College and has a Master's degree in Fraud & Forensic accounting from Florida Atlantic University.

Work History

- Financial Advisor, LifeFocus Financial Advisors, LLC – 1/2024-current
- Senior Accountant, City of Olympia, 10/17/2022-7/1/2024
- Accountant, City of Olympia, 07/06/2021-10/16/2022
- Consultant, Springbrook Software, 07/01/2020-06/31/2021
- Professional Services Specialist, BIAS Software, 06/28/2018-06/30/2020
- Accountant, Howell Munitions and Technology, 11/28/2017-05/30/2018

Disciplinary Information: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None