

Item 1: Cover Page

Portland Fixed Income Specialists, LLC

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This brochure was last updated on January 1, 2016.

This brochure provides information about the qualifications and business practices of Portland Fixed Income Specialists. If you have any questions about the contents of this brochure, please contact me at russ@pdxfis.com or 503-684-6116. 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 Portland Fixed Income Specialists, LLC is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. The CRD number for Portland Fixed Income Specialists, LLC is 164284.

If you have any questions about the contents of this brochure, please contact Russell D. Francis, who is responsible for Portland Fixed Income Specialists' regulatory requirements, at 503-684-6116.

Registration with the SEC and other state securities authorities as a registered investment advisor does not imply a certain level of skill or training.

Item 2: Summary of Material Changes

Portland Fixed Income Specialists, LLC prepared its last annual Form ADV Brochure on January 1st, 2015. This section contains material changes have occurred since that date.

On June 19th, 2015, Portland Fixed Income Specialists, LLC ("PDXFIS") entered into a Buy-Sell & Guardian Agreement with Halcyon Financial Planning ("HFP") of Happy Valley, OR. The purpose of this agreement is to provide continuity of services for clients of PDXFIS in the event the owner, Russell D. Francis is unable to perform his duties as an Investment Advisor due to death or disability. HFP will operate independently as a wholly owned affiliate of PDXFIS and will have access to client data to allow for a smooth transition in the event the Buy-Sell & Guardian Agreement goes into effect. No sub-advisory agreement exists between the PDXFIS and HFP.

Portland Fixed Income Specialists, LLC no longer provides tax planning and preparation services to clients who have not previously signed an Investment Advisory Service Agreement.

Pursuant to SEC Rules, we will ensure that you 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 Russell D. Francis, at russ@pdxfis.com or 503-684-6116. Our Brochure is also available on our web site free of charge at www.pdxfis.com/adv.pdf.

Additional information about Portland Fixed Income Specialists is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Portland Fixed Income Specialists who are registered, or are required to be registered, as investment advisor representatives of Portland Fixed Income Specialists.

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Item 4: Advisory Business

Firm's History

Portland Fixed Income Specialists, LLC is a spin-off from Portland Financial Advisors, Inc. which was formed in October, 2007. Portland Fixed Income Specialists goal is to provide world-class financial planning and investment advisory advice, dedicated to the fiduciary principle that the client's best interest should remain paramount at all times.

Principal Owner

The owner of Portland Fixed Income Specialists is Russell D. Francis, CPA, CFP® who makes all major decisions of a strategic and administrative nature for the firm.

Amount of Assets Under Advisement

As of December 31, 2015, Portland Fixed Income Specialists provided advice (either as primary advisor or sub-advisor) on approximately \$44,291,770 of financial assets for approximately 36 family groups. These include all financial assets of clients who engage Portland Fixed Income Specialists for ongoing advice on their investment portfolios, whether continuous or periodic in nature. Although we have written authorization to manage all assets on a discretionary basis, we attempt to gain client approval before any securities are purchased or sold.

Non-Participation in Wrap Fee Programs

Portland Fixed Income Specialists, as a matter of policy and practice, does not sponsor any wrap fee program. A wrap fee program is defined as any advisory program under which a specified fee or fees not based directly upon transactions in a client's account is charged for investment advisory services (which may include portfolio management or advice concerning the selection of other investment advisors) and the execution of client transactions.

Advisory Programs (Types of Services) Offered

Portland Fixed Income Specialists offers Wealth Management Services as described in further detail in Item 5 ("Fees and Compensation") of this Firm Brochure.

Our Services are Tailored to Meet Client Needs and Any Imposed Investment Restrictions

In general, advisory services are tailored to meet the needs of individual clients, based on a mutually agreed upon model Investment Policy Statement. While model portfolios may be utilized in the Investment Policy Statement as a starting point, each investment portfolio is individually designed. Additionally, financial planning, estate planning, tax planning, and risk management planning services are generally delivered upon receipt of a signed client engagement for such services. Planning issues are prioritized and then addressed, either all at one time or over the course of several conferences. As appropriate to each program, clients meet with their advisor as often as needed to review any changes to the client's financial situation, the investment portfolio upon which advice is provided by Portland Fixed Income Specialists, and planning issues.

After consultation with their advisor, clients may impose restrictions on investing in certain securities or types of securities. This most often occurs when clients request certain social investing needs be addressed, such as through the use of mutual funds which avoid investments in certain companies. Other restrictions may be imposed by clients with respect to the (average or longest) maturity or credit quality of fixed income investments.

Our Policies on Class Actions, Bankruptcies, and Other Legal Proceedings

Clients should note that Portland Fixed Income Specialists will not advise nor act on behalf of the client in legal proceedings involving companies whose securities are held or previously were held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct Portland Fixed Income Specialists to transmit copies of class action notices to the client or a third party. Upon such direction, Portland Fixed Income Specialists will make commercially reasonable efforts to forward such notices in a timely manner.

Item 5: Fees and Compensation (and discussion of each of our services)**The Portland Fixed Income Specialists Wealth Management Services**

The Portland Fixed Income Specialists Wealth Management Services program combines ongoing investment advisory services and additional wealth management services to clients based upon their unique circumstances and needs. Such wealth management services may include risk management counsel, financial planning, tax planning, estate planning, cash flow planning, retirement capital needs analysis, retirement income planning, college planning, business planning, and establishment of and counsel with regard to retirement plans.

The Services Provided

The Portland Fixed Income Specialists Wealth Management Services are outlined in the program's Investment Advisory Service Agreement. Generally, the services provided under the Portland Fixed Income Specialists Wealth Management Services include the following:

- The benefits of Portland Fixed Income Specialists' ongoing research and analysis with regard to the taxation of investments, review of specific investment products, and other matters affecting clients' investments and financial planning in general.
- Development and implementation of an Investment Plan. This Investment Plan includes an Investment Policy Statement, which may thereafter be amended from time to time if and when the clients' circumstances change.
- Monthly or quarterly statements directly from account custodians are sent to the client directly from the corresponding brokers, banks, mutual funds, partnership sponsors, and/or insurance companies which hold the clients' investments.
- Newsletters and other materials published by Portland Fixed Income Specialists.
- Invitation to attend Portland Fixed Income Specialists' educational seminars.
- Portfolio reviews and rebalancing of the portfolio, for the assets held under advisement, on a periodic basis. Portfolios are reviewed at least quarterly.
- Evaluate risks for Long-Term Care, Disability, Life, Home, Liability, and Auto insurance.
- Tax return planning and preparation.
- Education planning.
- Estate planning review and facilitation of implementation of Wills, Trusts, Powers of Attorney, Advance Directives for Healthcare, Charitable Trusts, Donor Advised Funds.

Our Fees

Portland Fixed Income Specialists' annual fee for the services set forth in the Portland Fixed Income Specialists Wealth Management Services program, are based on the following:

- Total assets managed (not including residence and personal property)
- Annual compensation (Adjusted Gross Income)
- A complexity factor
- The number of meetings expected annually

The minimum fee for our services is \$5,000 per year, paid quarterly in advance. The fees are recalculated every two years or in the event one or more of the above factors varies by more than 25%. After the first year, the client has the option to have the fee recalculated based on current Assets Under Management (AUM) times 1.5%, plus fee-for-service for financial planning at \$250/hour. The value of AUM will be determined as of the last quarter ended and fees will be billed quarterly in advance through the end of the current calendar

year. At the beginning of the next calendar year, the AUM will be recalculated, billed quarterly in advance, and recalculated at the beginning of each calendar year thereafter.

The fees do not include any additional charge for analysis of clients' insurance needs and policies.

Fees are to be paid quarterly in advance on the first trading day of the quarter. Fees for partial quarters at the commencement or termination of this agreement will be prorated based on the number of days remaining in the quarter.

All fees are negotiable. Factors involved in negotiating fees include whether the client is related to another client, related to an employee or independent contractor of Portland Fixed Income Specialists, our desire to serve clients in need of the assistance of Portland Fixed Income Specialists' services who otherwise cannot afford our services, whether future additions will be undertaken to accounts upon which advice is provided, the level and type of advisory services provided and likely to be provided in the future, the presence of greater than 80% allocation to fixed income investments in the overall investment portfolio of the client, and the nature of the relationship between the advisor and the client. Generally, our principals and employees are not charged fees on either their accounts or those of immediate family members.

How Fees are Paid

Fees may be deducted from clients' accounts, or paid directly by check following receipt of an invoice, or some combination of the foregoing, as the client desires.

Other Fees or Expenses Paid in Connection with Advisory Services: Products, Custodians

All fees paid to Portland Fixed Income Specialists for investment advisory and financial planning services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. Mutual fund expenses are generally described in each fund's prospectus. These expenses will generally include a management fee, other fund expenses, and possibly a distribution fee.

Clients may incur transaction fees, commissions, or trade-away fees in connection with trading of mutual funds, ETF, individual stock and bonds (and/or principal mark-ups and mark-downs for principal trades), which are charged by the custodian or broker. Mutual fund transaction fees charged by our recommended custodian, TD Ameritrade Institutional, a division of TD Ameritrade, Inc., member FINRA/SIPC/NFA, generally vary from \$24 to \$35 for each purchase and sale transaction. The transaction costs for stock and bond trades vary. Accordingly, the client should review both the fees charged by the funds, the transaction fees charged by the custodian, as well as the fees charged by Portland Fixed Income Specialists to fully understand the total amount of fees and costs paid by the client, in connection with any recommended transaction.

Clients may also incur "account termination fees" upon the transfer of an account from one brokerage firm (custodian) to another. The range for these account termination fees is believed to be \$0 to \$200 at present, but at times may be higher. Clients should contact their custodians (brokerage firms, bank, or trust company)

to determine the amount of account termination fees which may be charged and deducted from their existing accounts which may be transferred.

Comparable Services

Portland Fixed Income Specialists believes that the charges and fees offered within its programs are competitive with alternative programs available through other firms offering a similar range of services. However, lower fees for comparable services may be available from other sources. A client could invest in mutual funds directly without the services of Portland Fixed Income Specialists. In that case, the client would not receive the services provided by Portland Fixed Income Specialists which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives, to undertake a disciplined approach to portfolio rebalancing while taking into account the tax ramifications of same, or to avoid *ad hoc* emotional reactions to shorter-term market events. Also, the funds of Dimensional Fund Advisors are not available to the client directly without the use of an investment advisor granted access to such funds.

Conflicts of Interest between Clients

Portland Fixed Income Specialists' relationship with each client is non-exclusive; in other words, Portland Fixed Income Specialists provides investment advisory services and financial planning services to multiple clients. Portland Fixed Income Specialists seeks to avoid situations in which one client's interest may conflict with the interest of another of its clients. Other professionals - lawyers, accountants, and insurance agents are engaged directly by the client on an as-needed basis.

Cancellation and Termination of Advisory Agreements

Clients may cancel a new advisory agreement without penalty by providing written notice of such cancellation to Portland Fixed Income Specialists within five (5) business days of the date of signing the agreement. Either party may terminate any advisory agreement without penalty upon notice in writing to the other party. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, with the refund calculations based *pro rata* to the date of termination. Termination of an agreement will not affect: (a) the validity of any action previously taken by Portland Fixed Income Specialists under the agreement; (b) liabilities or obligations of the parties from transactions initiated before termination of the agreement; or (c) a client's obligation to pay advisor fees (prorated through the date of termination). Upon the termination of the agreement, Portland Fixed Income Specialists will not possess any obligation to recommend or take any action with regard to the securities, cash, or other investments in a client's account.

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

Portland Fixed Income Specialists does not accept performance-based fees nor manage accounts which impose performance-based fees.

Item 7: Types of Clients

Portland Fixed Income Specialists provides investment advice primarily to individuals and their families, including high net worth individuals and trusts. Portland Fixed Income Specialists also may provide investment advice to pension and profit sharing plans and plan participants as well as foundations and other institutions, and to business entities.

Portland Fixed Income Specialists does not set any limits on size of investment accounts or client net worth.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Generally

Portland Fixed Income Specialists provides the investment strategy and its implementation for all clients, utilizing a variety of securities such as stocks, bonds, Exchange Traded Funds (ETFs) or pooled investment vehicles (such as mutual funds). Clients of Portland Fixed Income Specialists receive the benefit of Portland Fixed Income Specialists' developed investment philosophies and strategies, research and due diligence, account monitoring, and personal financial planning recommendations. Expansive academic research, investment information, and certain proprietary analyses are drawn upon by Portland Fixed Income Specialists, in order to provide innovative investment advisory services. Each of Portland Fixed Income Specialists' clients receives a written Investment Policy Statement, which sets forth a recommended model allocation based on the clients' risk tolerance, age, and objectives. Specific no-load mutual funds and other investment products and securities are then recommended to clients. Clients' portfolios are periodically monitored, and changes to investment portfolios are suggested when appropriate. A disciplined approach to rebalancing is employed in order to maintain asset class exposures within desired risk tolerances, subject to variances permitted for tax reduction, tax planning or other reasons.

Methods of Analyses and Investment Strategies

In designing investment plans for clients, Portland Fixed Income Specialists relies upon the information supplied by the client and the clients' other professional advisors. Such information may pertain to the clients' financial situation, estate planning, tax planning, risk management planning, short-term and long-term lifetime

financial goals and objectives, investment time horizon, and perceived current tolerance for risk. This information becomes the basis for the model Investment Policy Statement which Portland Fixed Income Specialists believes will best meet the clients' stated long term personal financial goals. The model Investment Policy Statement provides for investments in those asset classes which Portland Fixed Income Specialists believes (based on historical data) will possess attractive combinations of return, risk, and correlation over the long term. A tremendous amount of academic research reveals that strategic asset allocation is determinative of the majority of the expected long-term gross returns of investor's portfolios. Part of our selection of asset classes is driven by research into global asset classes by such academics as Professor Eugene Fama, Sr. of the University of Chicago Booth Graduate School of Business and the Center for Research in Security Prices, Professor Kenneth French of Dartmouth College, and many other academics and researchers. The investment advice which Portland Fixed Income Specialists provides is based upon long-term investment strategies which incorporate the principles of Modern Portfolio Theory. The utilization of several different asset classes as part of an investor's portfolio is emphasized, as this has been shown to usually effect a reduction in portfolio volatility (*i.e.*, the standard deviation of the portfolio returns) over long periods of time. Portland Fixed Income Specialists allocates and diversifies the clients' assets among various asset classes and then among individual investments, following the investment policy agreed to by the client. Portland Fixed Income Specialists' investment approach is firmly rooted in the belief that markets are fairly efficient (although not always rational) and that investors' gross returns are determined principally by asset allocation decisions. A focus is provided on developing and implementing globally diversified portfolios, principally through the use of low-cost and tax-efficient passively managed stock mutual funds, many of which are available only to institutional investors and clients of advisors granted access to such funds. Investment policy and overall portfolio weightings as between equities and fixed income investments are based upon each client's needs and desires, perceived risk tolerance, the need to assume various risks, and investment time horizon. The portfolios of clients follow models designed by Portland Fixed Income Specialists to fit the overall weightings of equities (stocks, stock mutual funds) and fixed income investments (notes, bonds, bond funds, CDs) in an investor's portfolio. For other clients, the investment portfolio's asset class allocation is customized to meet the specific circumstances of a client, the presence of investments in 401(k) or other accounts, as well as a perception of the clients' understanding of the fundamental forces affecting risk and return in the capital markets.

In addition, our clients' asset allocations may be influenced by a review of the relative valuation levels of various asset classes, demographics, technological developments, global political developments, and the investment time horizon of our clients. Based on our analysis of these factors, Portland Fixed Income Specialists may use tactical asset allocation strategies in connection with the management of client portfolios by overweighting or underweighting a particular asset class.

When warranted, primarily for our more conservative clients, Portland Fixed Income Specialists will utilize bond ladders and other fixed income strategies to reduce the risk of our clients portfolio and to provide a source of income. These strategies may utilize individual certificates of deposit, treasuries, agency, corporate and municipal bonds, as well as ETFs and mutual funds.

Methods of Analysis; Sources of Information

Our security analysis is based upon a number of factors including those derived from commercially available software technology, securities rating services, general economic and market and financial information, due diligence reviews, and specific investment analyses that clients may request. The main sources of information include commercially available investment information and evaluation services, financial newspapers and journals, academic white papers and periodicals. Prospectuses, statements of additional information, other issuer-prepared information, and data aggregation services (Blueleaf) are also utilized. Our advisors also attend various investment and financial planning conferences.

Research is also received from consultants, including Dimensional Fund Advisors (DFA) who provides historical market analysis, risk/return analysis, and continuing education services.

Types of Investments

Each client typically receives an investment portfolio which consists mainly of no-load stock and bond mutual funds and ETFs. The passively managed mutual funds offered by DFA or no-load funds researched by our firm are generally recommended. DFA mutual funds offer broad diversification and most are structured for low turnover, so as to substantially lessen the often substantial transaction costs incurred by mutual funds and ETFs as they trade securities within the fund. Consequently, the DFA mutual funds' total fees and costs are believed to be generally lower than the total fees and expenses incurred by most other mutual funds (including many ETFs and index funds) when comparing funds in the same asset classes.

Most of our model portfolios include individual fixed income investments (bonds, CD's) and/or bond funds (primarily from DFA, Vanguard, and PIMCO). For clients with a substantial fixed income allocation, Portland Fixed Income Specialists sometimes recommends a combination of bond funds and individual fixed income investments, with recommended actual investments dependent upon Portland Fixed Income Specialists' views of the risk/return relationship for various forms of fixed income investments or bond funds.

Client portfolios may also include some individual equity securities, but these are generally part of clients' investment holdings prior to becoming a client of Portland Fixed Income Specialists. However, clients with significant amounts to devote to investing in equities (\$15 million or greater, generally) may also participate in a separate account program, which includes individual stocks using a highly diversified approach. This separate account program utilizes DFA as the separate account manager, and may employ individual stocks as well as the use of DFA's mutual funds for some foreign stock or other asset class exposures.

Publicly traded real estate investment trusts (REITS) and commodities index or passive mutual funds or ETFs may be recommended for certain clients who desire to include real estate or commodities in their asset allocation strategy, or as a tactical asset allocation strategy.

For "Accredited" clients (those with a net worth of over \$1 million or income over \$300,000), Portland Fixed Income Specialists may recommend alternative investments such as Real Estate Partnerships or other Private Placement securities under Rule 501, Regulation D.

Insurance products such as annuities and various types of life insurance products may also be evaluated. Recommendations may be undertaken to advise clients to invest in low-cost, no-load (no commission), variable, or fixed deferred or immediate annuities when appropriate to the circumstances and tax situation of the client.

More often, this occurs when a client possesses an existing high-cost variable annuity, and a rollover of the annuity is indicated rather than redemption for tax planning purposes, in order to seek to lower the total fees and costs paid by the client and/or provide different investment choices. At times, clients may be advised to retain an existing annuity, previously purchased by the client, or undertake partial or full surrenders of same (and/or tax-free exchanges), following an evaluation of the annuity contract, riders thereto, investment alternatives within the annuity and their fees and costs, including any surrender fees which may be imposed by the insurance company.

New clients' existing investments are evaluated in light of the desired investment policy objectives. Portland Fixed Income Specialists works with new clients to develop a plan to transition from clients' existing portfolios to the desired portfolio. Investment advice may be offered on any investments held by a client at the start of the advisory relationship. Each client's portfolio holdings and strategic asset allocation are then monitored periodically, taking into account the cash flow needs of the client. Review meetings with clients are held regarding their investment assets under advisement and other personal financial planning issues.

Risk of Loss

Investing in securities involves a risk of loss that clients should be prepared to bear. The investment recommendations seek to limit risk through broad global diversification in equities (through broadly diversified stock mutual funds), and investment in fixed income securities or diversified bond funds.

However, the investment methodology will still subject the client to declines in the value of their portfolios, which can at times be dramatic. Portland Fixed Income Specialists believes a high probability exists in most market environments of a long-term (15-year or greater) outperformance of small cap and value stocks, relative to large cap and growth stocks, and hence the stock (equities) portion of an investor's portfolio may be "tilted" toward small cap and value stocks. Accordingly, the normally greater expected returns of the equity portion of the portfolio will in turn often permit the overall allocation to equities (stocks, stock mutual

funds) to be reduced, and the allocation to fixed income investments increased. Portland Fixed Income Specialists believes this is the best manner to temper the shorter-term volatility of the stock market, especially for clients who derive cash flow from their portfolios, such as clients who are in retirement years.

While Portland Fixed Income Specialists seeks to reduce non-compensated risks to which a client may be exposed, other risks (including but not limited to the risk of a general stock market decline) may be assumed in order to seek to attain the clients' longer-term financial goals and objectives. However, Portland Fixed Income Specialists cannot provide any guarantee that the clients' goals and objectives will be achieved.

Types of Risk

Portland Fixed Income Specialists seeks to educate clients of various risks and select only those risks that they can tolerate in exchange for potential return. 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 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.

- **Small Capitalization Stock Risk:** Small companies often have narrower markets and limited financial resources, so investments in these stocks present more risk than investments in those of larger, more established companies.
- **Value Style Investing Risk:** Companies that are thought to be "under-valued" may never reach their full estimated market value and value style investing may fall out of favor and underperform growth or other style investing during given periods.

Risk of Loss, Certain Higher-Risk Securities

Certain securities recommended, such as U.S. small cap mutual funds, and similar pooled investment vehicles inside variable annuities, possess higher levels of volatility (as individual asset classes within a portfolio). Portland Fixed Income Specialists may employ these securities as part of an overall strategic asset allocation for a client, and when such is undertaken Portland Fixed Income Specialists possesses a reasonable belief that the risk-return relationship for these securities will likely be beneficial for the investor over the long term.

Please also note that while all Certificates of Deposit (CDs) purchased for our clients are FDIC-insured, the pricing of certain of these CDs, which trade in the secondary market, can vary; accordingly, due to price declines and/or transaction costs associated with trading, these CDs could lose value if redeemed prior to maturity. When CDs are recommended to clients, it is our intent that clients hold the CDs to maturity.

Cash Balances in Client Accounts

Cash in clients' investment accounts are typically swept into the TD Ameritrade FDIC insured Deposit Account (IDA). Portland Fixed Income Specialists discusses with each client during the time of review conferences and at other times, upcoming cash flow needs and seeks to plan accordingly to meet those needs. While it is not the practice to encourage clients to maintain a large amount of cash in their accounts, such may be undertaken at the request of the client, or to facilitate billing of Portland Fixed Income Specialists' periodic fees, or for other reasons. Upon request of a client, cash balances will be maintained for temporary or short-term purposes.

Item 9: Disciplinary Information

Registered Investment Advisors are required to disclose all material facts regarding any legal or disciplinary events of their firm or certain management personnel which would be material to clients' evaluation of Portland Fixed Income Specialists or the integrity of Portland Fixed Income Specialists' management of clients' investment portfolio. Portland Fixed Income Specialists has had no legal or disciplinary events that are required to be disclosed under the guidelines for such disclosure promulgated by the U.S. Securities and Exchange Commission.

Item 10: Other Financial Industry Activities and Affiliations

Portland Fixed Income Specialists *is not* registered (and *does not* have an application pending) as a broker-dealer, municipal securities dealer, or government securities dealer or broker. Portland Fixed Income Specialists *does not* have any relationship or financial arrangement that involves any:

- Investment company or other pooled investment vehicle, including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund
- Futures commission merchant, commodity pool operator, or commodity trading advisor
- Banking or thrift institution
- Lawyer or law firm
- Insurance company or agency
- Pension consultant
- Real estate broker or dealer

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

Code of Ethics

Portland Fixed Income Specialists has adopted a Code of Ethics, to which all investment advisor representatives and employees are bound to adhere. The key component of our Code of Ethics states:

Portland Fixed Income Specialists and its investment advisor representatives and employees shall always:

- *Act in the best interests of each and every client;*
- *Act with integrity and dignity when dealing with clients, prospects, team members, and others;*
- *Strive to maintain and continually enhance our high degree of professional education regarding investments, tax, estate, and risk management planning; and*
- *Seek at all times to preserve our firm's independence and to maintain our complete objectivity with respect to our advisory services and each recommendation made to our clients.*

Portland Fixed Income Specialists further adopted a detailed Code of Ethics expressing the firm's commitment to ethical conduct, which is adopted by reference by Portland Fixed Income Specialists, and which is utilized to guide the personal conduct of our various team members. This detailed Code of Ethics describes the firm's fiduciary duties and responsibilities to clients and sets forth our practices of supervising the personal securities transactions of employees with prior or concurrent access to client trade information.

Portland Fixed Income Specialists will provide a complete copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions and Personal Trading

Portland Fixed Income Specialists does not currently participate in securities in which it has a material financial interest. Portland Fixed Income Specialists and its related persons, as a matter of policy, do not recommend to clients, or buy or sell for client accounts, securities in which the firm or its related persons has a material financial interest.

Portland Fixed Income Specialists' Code of Ethics provides that individuals associated with our firm may buy or sell securities for their personal accounts identical or different than those recommended to clients. However, it is the expressed policy of our firm that no person employed by the firm shall prefer his or her own interest to that of an advisory client nor make personal investment decisions based on investment decisions of advisory clients.

To supervise compliance with the Code of Ethics, our firm requires that anyone associated with this advisory practice and who possesses access to advisory recommendations ("access persons") provide annual securities holding reports and quarterly transaction reports to Portland Fixed Income Specialists'. Portland Fixed Income Specialists also requires access persons to receive advance approval prior to investing in any initial public offerings or private placements, and with regard to trading of certain individual securities.

The Code of Ethics further includes our firm's policy prohibiting the use of material non-public information and protecting the confidentiality of client information. Portland Fixed Income Specialists requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline.

Item 12: Brokerage Practices

Selected Brokerage Firms (Custodians)

Portland Fixed Income Specialists utilizes the services of TD Ameritrade Institutional, who provides our team members with access to institutional trading and custody services, which are not typically available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis and at no charge to them. However, not all independent investment advisors recommend their clients to utilize particular custodians.

The benefits provided by TD Ameritrade Institutional include assistance with practice management and assistance with the management of client accounts, including but not limited to: (a) receipt of duplicate client confirmations; (b) receipt of electronic duplicate statements; (c) access to a trading desk serving investment advisor firm participants exclusively, and providing research, pricing information, and other market data; (d) access to the investment advisor portion of their web sites which includes practice management articles, compliance updates, and other financial planning related information and research materials (including, for example, rating reports on individual companies from Standard and Poors or other sources); (e) access to other vendors (such as insurance or compliance providers, or providers of research or other materials) on a discounted fee basis through discounts arranged by the custodians; (f) permitting Portland Fixed Income Specialists to access an electronic communication network for client order entry and to access clients' account information; (g) conferences at which advisors and employees of our firm may attend and receive education on issues such as practice management, marketing, investment theory, financial planning, business succession, regulatory compliance, and information technology.

Participation in the custodians programs also provides access to certain mutual funds which are generally available only to institutional investors, such as the mutual funds of Dimensional Fund Advisors.

The benefits received through participation in the custodians programs may depend upon the amount of transactions directed to, or amount of assets placed in custody with TD Ameritrade Institutional.

Generally, many of these services may be utilized to service all or a substantial number of our clients' accounts. Educational, research, or other services provided by custodians like TD Ameritrade Institutional or mutual fund companies may benefit all of Portland Fixed Income Specialists' clients, or may benefit only some clients.

Our Recommendations of Brokerage Firms

Portland Fixed Income Specialists may utilize the clients' broker of choice. However, if such brokers are utilized, Portland Fixed Income Specialists may not possess access to certain mutual funds and other investments that are generally available only to institutional investors or funds which would require a significantly higher minimum initial investment, and commission rates paid or transaction fees paid may be higher than the fees negotiated by Portland Fixed Income Specialists.

While as a fiduciary, Portland Fixed Income Specialists endeavors to act in its clients' best interests, and the desire that clients maintain much of their assets in accounts at TD Ameritrade Institutional may be based in part on the benefit of the availability of products and services (previously described) at no cost to us, or at reduced costs, and not solely on the nature, cost, or quality of custody and brokerage services provided by the brokers, and this may create a potential conflict of interest. Portland Fixed Income Specialists' clients may, therefore, pay higher transaction fees, commissions for individual stock and ETF trades, and principal mark-ups and mark-downs relating to purchases and sales on a principal, as opposed to an agency, basis, than those charged by other discount brokers. However, Portland Fixed Income Specialists has selected these custodians for their generally low fees relative to other large custodians. Also, Portland Fixed Income Specialists prefers to recommend custodians who possess significant size and financial resources for purposes of enhanced safety of clients' funds. For all of these reasons, the lowest cost custodian for clients may not be recommended to clients by Portland Fixed Income Specialists.

Soft Dollars

Portland Fixed Income Specialists *DOES NOT* receive any soft dollars.

Non-Aggregation of Client Trades

Portland Fixed Income Specialists has chosen not to aggregate (combine) the trades of its clients. This is due to the fact that all trade decisions are reviewed for near-term and long-term tax efficiency, which requires individual analysis of most trading decisions. This individual analysis of trades does not lend itself to computer software programs which could aggregate trades. Most trades are mutual funds where trade aggregation does not garner any client benefit. Portland Fixed Income Specialists' clients do not receive the benefits of reduced transaction fees that may be available by aggregating trades.

About Our Relationships with Investment Product Providers

Following a stringent interview process, Portland Fixed Income Specialists was granted access by Dimensional Fund Advisors to its mutual funds in 2010. Dimensional Fund Advisors (DFA) is a Santa Monica, California-based mutual fund company with over 40 funds and over \$300 billion of assets under management (as of February 25, 2014). While there is no direct linkage between the investment advice given and the approval of Portland Fixed Income Specialists to access the mutual funds of DFA, economic benefits are received which would not be received if Portland Fixed Income Specialists did not give investment advice to clients. These benefits, which are also received by other Registered Investment Advisor firms granted access to the DFA funds, include: (a) attendance at seminars hosted by DFA at which the investment products of DFA are explained, academic instruction is given on asset allocation strategies, and financial planning and practice management instruction is given. Portland Fixed Income Specialists pays all of the travel and hotel costs for members and staff attending these seminars. DFA provides, at no charge to Portland Fixed Income Specialists and the other attendees at such seminars, the speakers and facilities for the seminar, occasional luncheons or dinners, and the materials handed out at the seminar; (b) access to the "financial advisor" portion of the DFA web site (www.dfaus.com), which contains additional academic research, practice management articles, newsletters, educational video presentations, software, and investment returns data; (c) use of the DFA Returns and DFA Allocation Evaluator software programs and accompanying data, which can be utilized to ascertain how different asset classes (as represented by various indices) and different mutual funds of DFA have performed over time and which provide a method for calculation based upon historical results of rate of return and standard deviation for those asset classes and mutual funds; (d) various print materials (including article reprints and DFA brochures); (e) occasional practice management conferences and telephone conferences with DFA team members, including Regional Directors, research staff, and tax staff, to discuss specific issues relating to academic research relating to investment theory and/or relating to practice development (marketing) and management issues; (f) participation in a regional study group sponsored and hosted by DFA; and (g) other services and benefits. Portland Fixed Income Specialists is under no obligation to recommend the mutual funds of DFA to Portland Fixed Income Specialists' clients. Portland Fixed Income Specialists recommends funds of DFA or other mutual fund companies or other investment products only when Portland Fixed Income Specialists believes they best suit the clients' objectives. Portland Fixed Income Specialists does not provide any payment to DFA for the access provided to Portland Fixed Income Specialists' clients. DFA does not pay to Portland Fixed Income Specialists any direct monetary compensation in order to recommend the funds of DFA.

Item 13: Review of Accounts

Periodic Portfolio Reviews are undertaken by advisors of Portland Fixed Income Specialists to ascertain if the values in any asset class have strayed beyond their target minimums or maximums, and for purposes of meeting clients' cash flow needs. Even if one or more asset classes fall outside their target minimums or maximums, the advisor may determine not to rebalance the asset class for various reasons, such as avoidance of short-term capital gains, deferring long-term capital gains realization, minimization of transaction costs, or our view on whether the asset class is undervalued or overvalued relative to historic norms and our view of the level of the macroeconomic risks to which the asset class may be exposed. Such in-house portfolio reviews are subject to additional restrictions set forth below. Clients are only contacted in the event that rebalancing actions are recommended.

Additional Portfolio Reviews are undertaken upon request by the client, such as when special cash needs arise or when additional cash or securities are added to the investment portfolio. Portland Fixed Income Specialists will respond to such requests within a reasonable period of time.

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation. Portland Fixed Income Specialists may also undertake sales and purchases during this time to effect tax loss harvesting, in addition to rebalancing actions.

Account reviewer is Russell D. Francis, CFP® who consider the clients' current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

In undertaking rebalancing actions, Portland Fixed Income Specialists will seek to rebalance one or more asset classes closer to the targets. Portland Fixed Income Specialists may decline to rebalance a specific asset class, due to tax concerns, high transaction costs relative to the trade amount, or other reasons.

Portland Fixed Income Specialists may estimate the market close at any point during the day during which trades are being made, and undertake trades on that basis. Since the stock market is very volatile, especially in the last hour of trading, this may cause us to underestimate or overestimate the amount needed to effect a rebalancing action.

Portfolio Reports Provided to Clients

Contemporaneous Reports of the clients' investment portfolio are available online using a privately labelled aggregation and reporting software service called Blueleaf. Blueleaf includes a consolidated inventory of the investments upon which advice is provided to the client. Blueleaf includes various performance reports of the clients' portfolio. In addition, between January and April of each calendar year, the client may be provided with a realized gains and loss report for any taxable accounts which are under advisement to aid the clients' CPA/accountant/tax preparer in income tax preparation.

Clients may also directly access account information at TD Ameritrade Institutional, each and every business day, via the secure web sites of these institutions.

Monthly or Quarterly Statements Directly from Account Custodians are sent to the client directly from the corresponding brokers, banks, mutual funds, partnership sponsors, and/or insurance companies which hold the clients' investments. These statements reflect the assets in the custodian's custody, together with confirmations of each transaction executed in the account(s). Most custodians allow the client to elect to receive these statements by e-mail rather than U.S. mail.

Clients are strongly encouraged to review the monthly or quarterly statements they receive from custodians. While Portland Fixed Income Specialists hopes that our clients trust our firm and advisors, and Portland Fixed Income Specialists has never had an instance of theft of client funds, Portland Fixed Income Specialists believes it is nevertheless important for clients to verify their investment holdings.

Item 14: Client Referrals and Other Compensation

Portland Fixed Income Specialists *does not* provide or accept compensation from any person for client referrals. Referrals to other professionals may be undertaken where appropriate to meet the clients' needs. These situations include:

- Referral to a Certified Public Accountant (CPA) for accounting and preparation of the clients' tax returns. While Portland Fixed Income Specialists may assist a CPA by providing information for purposes of accounting and tax preparation, Portland Fixed Income Specialists generally provides tax planning and preparation directly to the client.
- Referrals to attorneys for legal advice and document preparation may be undertaken for preparation of any recommended estate planning documents, the implementation of various strategies relating to asset protection planning, legal document preparation relating to transactions involving closely held

businesses and/or professional firms, and other similar services. Portland Fixed Income Specialists is not a law firm and does not provide legal services.

- Referrals to insurance agents for risk analysis, review, and purchase of insurance products may be undertaken for the implementation of various insurance strategies relating to investment, asset protection, and estate planning. Portland Fixed Income Specialists' advisor representatives are not licensed insurance agents or consultants.

Item 15: Custody

It is our policy to not accept custody of clients' securities. In other words, Portland Fixed Income Specialists is not granted access to our clients' accounts, which would enable us to withdraw or transfer or otherwise move funds or cash from any client account to our accounts or the account of any third party (other than for purposes of fee deductions, as explained below). This is for the safety of our clients' assets.

However, with client consent, Portland Fixed Income Specialists may be provided with the authority to seek deduction of Portland Fixed Income Specialists' fees from clients' accounts; this process generally is more efficient for both the client and the investment advisor, and there may be tax benefits for the client to this method when fees can be paid from certain tax-deferred accounts of clients.

All of our clients receive account statements directly from qualified custodians, such as a bank or broker-dealer that maintains those assets. Clients should carefully review these account statements, and compare them to the quarterly or other reports Portland Fixed Income Specialists make available. Portland Fixed Income Specialists urges all of our clients to review statements from the custodians in order to ensure that all account transactions, including deductions to pay advisory fees remain proper, and to contact us with any questions.

Item 16: Investment Discretion

Portland Fixed Income Specialists accepts limited forms of discretion over clients' accounts, as follows, with the consent of the client. Each client's grant of discretion is evidenced in the client services agreement (or addendums thereto) signed by the client, and is further evidenced to the custodians through a limited power of attorney contained in the account establishment form signed by the client or a separate limited power of attorney document signed by the client. Nearly all clients appoint Portland Fixed Income Specialists as the clients' agent and attorney-in-fact with respect to undertaking trades in client accounts; Portland Fixed

Income Specialists' ability to enter trades electronically for clients often provides reduced transaction fees and other benefits to the client.

Please note that Portland Fixed Income Specialists prefers to contact clients in advance of trades, but the limited form of discretion set forth below is believed by us to better enable our firm to serve our clients. Moreover, Portland Fixed Income Specialists seeks to undertake a minimal amount of trading in client accounts, in order to keep transaction fees, other expenses, and tax consequences associated with trading to minimal levels.

Limited discretion to rebalance in accordance with investment policy – for some client accounts. With client consent, Portland Fixed Income Specialists will accept from clients' discretion to deploy cash additions (or cash arising from the redemption of maturity of securities) in clients' portfolio in accordance with the clients' investment policy statement. In addition, Portland Fixed Income Specialists will accept from such clients the discretion to rebalance the clients' portfolio back closer to its desired targets. Clients typically grant such authority to Portland Fixed Income Specialists for rebalancing purposes when the clients' business affairs or travels are such that the client is likely to be unavailable to Portland Fixed Income Specialists to confer, prior to entering any recommended trade(s).

Item 17: Voting Client Securities

As a matter of firm policy and practice, Portland Fixed Income Specialists does not accept authority to vote proxies on behalf of clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Generally, clients will receive their proxies or other solicitations directly from the custodian or transfer agent. However, clients may call or e-mail their advisor with questions regarding a particular proxy or other solicitation, and Portland Fixed Income Specialists may provide advice to clients regarding clients' voting of proxies or such solicitations, upon request of a client or clients or in unusual circumstances.

Item 18: Financial Information

Portland Fixed Income Specialists accepts limited forms of discretion over clients' accounts, as described in Item 16 of this Brochure. Due to this acceptance, Portland Fixed Income Specialists is required to disclose any financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients. Portland Fixed Income Specialists currently possesses no such financial condition. Portland Fixed Income Specialists has never been the subject of a bankruptcy proceeding.

Item 19. Requirements for State-Registered Advisors

Employee Information

Please refer to the Brochure Supplement on pages 26-29.

Business Continuity Plan

Portland Fixed Income Specialists has a Business Continuity Plan in place (outlined in the firm's compliance manual) that provides 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, telephone 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.

Information Security

Portland Fixed Income Specialists maintains an information security program to reduce the risk that personal and confidential information may be breached. Portland Fixed Income Specialists employs a firewall barrier and authentication procedures in our computer environment.

Privacy Notice

Portland Fixed Income Specialists is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us. Portland Fixed Income Specialists will provide a complete copy of our Code of Ethics to any client or prospective client upon request.

Document Retention

Portland Fixed Income Specialists will maintain all client documentation for the required period that records are required to be maintained by federal and state authorities. After that time, information may be destroyed.

BROCHURE SUPPLEMENT – January 1, 2016.

This brochure supplement provides information about Russell D. Francis that supplements the Portland Fixed Income Specialists Firm Brochure.

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



Russell D. Francis, CPA, CFP®

Owner and Chief Compliance Officer
Portland Fixed Income Specialists, Inc.
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Beaverton, OR 97075
Phone: 503-684-6116
CRD# 2013005

Educational Background and Business Experience

Russell D. Francis, born in 1954, graduated with a Bachelor of Arts degree in Chemistry from Cal State Fullerton in 1978, and received a teaching certificate in 1982. Russ attained the Certified Financial Planner™ (CFP™) designation in 1996 from the College for Financial Planning, and post-baccalaureate certificate in Accounting from Portland State University in 2002.

Russ is the owner of Portland Fixed Income Specialists. Russ was the President and Chief Compliance Officer (CCO) for Portland Financial Advisors, Inc. serving in such capacity from 2007 to 2012. From 2003 to 2007, Russ owned and operated Russell D. Francis CPA, P.C., a tax, accounting, and financial planning firm in Tigard, Oregon. Russ has over 20 years of experience in investing and tax planning, including running a local branch office for an independent securities firm (1995-1997), an Enrolled Agent authorized to represent clients before the Internal Revenue Service (1995-2008), and a licensed Certified Public Accountant (2003 to present).

Disciplinary Information

Russell D. Francis possesses no disciplinary history required to be disclosed by the U.S. Securities and Exchange Commission or the Oregon Department of Consumer and Business Services.

Other Business Activities

Russell D. Francis served on the West Region Board of Directors of the National Association of Personal Financial Advisors (NAPFA) from 2006-2010.

Russ is also a member of the Oregon Society of CPAs (OSCPA).

Additional Compensation

Russ may receive an honorarium for certain speaking engagements.

Supervision

Russell D. Francis is the sole owner of Portland Fixed Income Specialists.

Education and Business Standards

Portland Fixed Income Specialists' employees who render investment advice or financial planning services to clients must have a college degree, relevant financial and investment advisory experience and be a Certified Financial Planner practitioner™ in good standing with their respective Board of Standards or enrolled in a curriculum designed to achieve such professional designation.

Professional Certifications

Certified Financial Planner (CFP®):

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.

NAPFA Registered Financial Advisor:

The National Association of Personal Financial Advisors (NAPFA), is an association of fee-only financial advisors who have a fiduciary responsibility to their clients. Certification requirements include:

- Completion of the CFP® requirements as set forth by the CFP Board.
- Completion of 60 hours of continuing education every two years.
- Successfully pass the Candidate Fitness Standards and background check.
- Adhere to the NAPFA Fiduciary Oath, Standards of Membership and Affiliation, and Bylaws.
- Signed Code of Ethics which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions.

Certified Public Accountants (CPA):

Certified Public Accountants are licensed by the state and authorized by the state to practice public or private accounting. CPA licensing requirements in Oregon include:

- 150 semester hours of education including a bachelor degree with 24 semester hours in accounting and 24 semester hours in accounting and/or related subjects.
- Successful completion of the Uniform Certified Public Accountant Examination (Uniform CPA Exam).

- Minimum 12-month work experience requirement under the direct supervision of a qualified licensee, while demonstrating competency in accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills.
- Successful completion of an approved ethics course.
- Completion of 80 hours of continuing education every two years including 4 hours of ethics.
- Additionally, all American Institute of Certified Public Accountants (AICPA) members 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.