

Sterling Wealth Advisors

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Sterling Wealth Advisors

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OUR MISSION

To help our clients realize their life goals through defining, planning, and protecting their long-term financial security in a manner which warrants their trust in both our judgment and our care.

We adhere to the following precepts:

EXPERTISE

We will continually educate ourselves to stay current on new developments affecting our clients and gain ever expanding knowledge and expertise to benefit our clients. We not only set aside money in our budget for this, but also time on our calendars. As professionals, we continually take *twice* as many continuing education credits as required for our licenses.

EDUCATION

We will educate our clients about their finances and their options in obtaining their goals. We want our clients to be active participants in the definition and achievement of their financial goals.

ETHICS

We will always act as a fiduciary advisor, removing as many conflicts of interest between our clients and ourselves as possible. We will reject all commissions, rebates, referral fees and any other compensation that could interfere with our judgment. *Our only compensation will be what we receive directly from our clients.*

EXPENSE

We will continually strive to find the most cost-efficient investments whereby you can achieve your financial goals.

ENJOYMENT

We want everyone involved to feel a sense of fulfillment and enjoyment in the planning process. We will maintain an attitude of mutual respect, genuine concern and a sense of humor.

OUR CANON OF ETHICS

Sterling Wealth Advisors will:

- ◆ Agree that our single primary purpose is to provide education to our clients and help them to achieve their goals.
- ◆ Conscientiously complete all work contracted for and pay any monies agreed to be paid in a prompt and timely manner.
- ◆ Agree to act objectively in all matters with clients and not direct clients into investments or products for commissions or kickbacks. Client fees are our only source of compensation.
- ◆ Never indulge or participate in any matter or activity involving fraud, backdating of documents, etc.
- ◆ Recognize that our common welfare depends on continuing education and therefore will assiduously take advantage of continuing education programs to improve our professional competence.
- ◆ Agree to maintain education services for clients beyond the scope agreed to in the retainer agreement, which shall include seminars, dinners, etc.
- ◆ Not advertise on press, radio, films, or any other media. Our business is based on referrals from satisfied clients rather than promotion.
- ◆ Agree never to endorse, finance or lend the Sterling Wealth Advisors name to any related facility or outside enterprise.

Elizabeth A. Barrett, MA, CFP[®], AIF[®]

Elizabeth serves as owner, president, and senior financial planner of Sterling Wealth Advisors, Inc., a registered investment advisor. She is a CERTIFIED FINANCIAL PLANNER™ and an Accredited Investment Fiduciary® designee. She focuses her expertise in the areas of tax planning, estate planning, retirement planning, and investment management. Her insights have led her to become a requested speaker for seminars, workshops, and radio programs and to be interviewed by financial magazines. She has been quoted in *The Miami Herald*, *The Sun-Sentinel*, *Smart Money*, *Forbes*, *Money*, and *Kiplinger's Personal Finance*.



Elizabeth holds a master's degree in counseling psychology. Because of her extensive training in this area, she has the unique advantage of helping her clients understand their personal psychological beliefs regarding wealth, which often impact the way they attain their financial goals.

Elizabeth is a member of the [Alliance of Cambridge Advisors](#), a national association of fee-only personal financial advisors offering comprehensive personal financial planning. She is also a member of the [National Association of Tax Professionals](#) and the [Financial Planning Association](#).

Elizabeth is very active in her community, having served on the board of The Financial Planning Association, The National Association of Women Business Owners, and The Business Advisory Council and as a diplomat at The Tower Club in Ft. Lauderdale.

Elizabeth prides herself on maintaining close client relationships. Her practice has grown primarily through referrals of current clients.

Elizabeth is a devoted mom to her delightful young son, Sterling. She is also an avid reader, enjoys photography, and loves to travel. She has a passion for life and for the people who are a part of hers.

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HOW CAN WE HELP YOU?

- 1. We help you define what you want out of your life, and how your financial situation can be adjusted so that you can lead a happier, more prosperous and more fulfilling life.**

We strive to help you identify your personal goals and your personal definition of fulfillment. We then help you map out a journey that will get you, year-by-year, closer to those goals.

- 2. We help you handle all the vexing, complicated issues surrounding money.**

Getting everything organized in one place is an important step in the process of knowing exactly what you have and how it's working to move you toward your goals.

- 3. We help you by acting as a buffer between your emotions and your investment behavior.**

We have seen how greed, hype, fear, despair and pride slip right past the governors of the rational mind and result in investment decisions that range from bizarre to self-destructive. A financial advisor helps block that direct emotional connection with your portfolio. We look at the situation objectively, and remind you of the investment policy statement we came up with together and why those policies needn't change because of some extraneous factor(s).

- 4. We serve as an information filter of financial matters for clients and the public at large.**

When you go to Yahoo and ask the service to find everything that relates to "financial planning," you get more than 1.5 million hits. You also have Money, Kiplinger's, Smart Money, Worth, Fortune, Forbes, Bloomberg's, Barron's, The WSJ, CNBC, CNN, etc. It's hard to know what, of all this stuff streaming past your eyeballs, is significant and relates to you and your personal life. There is no shortage of raw intelligence that you are bombarded with everyday. We provide meaningful intelligence, perspective, wisdom, experience and expertise. Remember: a lot of information is free...but wisdom-*that* is sold separately.

WHAT MAKES US *DIFFERENT*?

1. Sterling Wealth Advisors is one of only a few Fee Only Certified Financial Planners™ in the area:

Only 1% of financial planners are compensated directly and only from their clients.¹ We are FEE-ONLY Advisors (NOT to be confused with “fee based”, which is a combination of fees *and commissions*.) We believe it is only fair that clients know exactly what price they are paying. We also realize that you want your financial advisor to be “sitting on your side of the table.”

2. We offer different levels of service for different client needs. We don't think you have to “meet a minimum” in order to benefit from good financial planning.

While we can provide “do it yourselves” with a complete financial plan, we find that most of our clients prefer to retain us throughout the year. They know that their financial lives are constantly evolving, and like the idea that objective advice is always just a phone call or email away.

We view financial planning as an interactive, ongoing and progressive event in which we feel very privileged to partner with clients in defining, and then accomplishing, their life dreams.

3. We understand that if you do what everyone else does, you won't end up being financially independent. (Or else most people would be financially independent!)

Financial planning is more than a purely intellectual process. We not only help you meet your financial goals, but help you figure out your Ideal Calendar, and then help you to achieve it. After all, financial goals are mere tools that people use to realize their dreams. We start by taking realistic steps toward accomplishing goals in the next 90 days, 6 months and 1 year, gradually moving toward reaching the exciting big goals. Many financial decisions are made emotionally. Many times the biggest determining factor in your financial life isn't the rate of inflation or how well Large Cap Growth funds perform, but how you may allow fear and greed to influence your financial decisions.

4. We aren't going to try to sell you anything. You are paying us for objective advice.

We respect that you are intelligent and need objective advice. We want you to become educated and feel confident in making financial decisions.

5. We ask you a lot of questions so we can do a complete job.

If a job is worth doing.... it's worth doing right. And for us, that means initiating a complete, comprehensive review of your financial assets and integrating all the pieces together. We include everything, from helping you understand your credit score, to teaching you how to pick a good mutual fund, to determining which retirement plan you should fund first. We also include tax planning and preparation in our services because we know that without reducing the amount you owe in taxes, the road to financial independence is much longer. We find that the most successful and effective plans are those where everything is working together toward one common goal. Goals are reached much faster when all pieces of the train are all running on the same track.

6. We want your feedback... Always. Positive or Negative.

We survey all clients so that we can use this feedback to improve our services. It's because of this feedback that we learned that instead of long, complicated reports, you want to know “how am I doing in reaching my goals?” We help you monitor that progress. Clients have also praised our open retainer, stating that they have “peace of mind” knowing we are “always in their corner.”

7. We want you to be part of the process.

We have structured our meetings so that we are able to accomplish as much as possible while you are with us. By participating in the process, you not only learn a great deal, but you also share ownership in the plan's design.

1. Data received from NAPFA., National Association of Personal Financial Advisors

Sterling Wealth Advisors

Our Unique Process

1. Get Acquainted Call

Upon initial contact, our friendly staff will schedule a brief "get acquainted" call with Elizabeth Barrett, MA, CFP®, AIF®, which allows us to determine whether or not we are a "fit" for each other. If both parties agree, a financial overview meeting is scheduled.

2. Financial Overview

This is an overview of a client's financial situation in which the client will receive an overall review (including a net worth summary) with basic recommendations for improvement. The recommendations will be presented in a two-hour meeting with Elizabeth Barrett, MA, CFP®, AIF®. The fee for a Financial Overview is \$1200. A \$100 discount will be applied for family members of current clients or for referral by a current client. A \$200 discount will be applied to children of current clients. If a client would like to retain our services on a continual basis, the client and Sterling Wealth Advisor will enter into a full retainer agreement.

3. Financial Planning and Investment Advisory Open Retainer

This provides ongoing, financial planning and investment advisory services. During the first year, we start by completing a financial plan, which includes goal setting, cash-flow analysis, insurance review, investment planning, tax planning, retirement planning, and estate planning. All relevant financial issues are discussed, such as college funding, long-term care insurance, consolidating investment accounts, etc. During the second year and beyond, there are typically one-to-three meetings with Elizabeth to review your plan and make any changes necessary.

This open retainer includes extensive, open-ended service for any financial matters that may arise during the year. As a retainer client, you may call upon us at any time during our relationship. Monitoring of investment accounts with the institutional branch of Charles Schwab is also included. Fees are based upon the complexity of the client's financial situation and the investment assets under management. The annual fee covers all meetings, phone calls, and other communication. This is an open-ended agreement that the client may terminate at any time by providing written notice to Sterling Wealth Advisors.

SERVICES INCLUDED IN THE FULL FINANCIAL PLANNING AND INVESTMENT ADVISORY RETAINER

- ◆ Ongoing, comprehensive financial planning and investment advisory services throughout the year.
- ◆ A comprehensive financial plan.
- ◆ Ongoing advice regarding 1) achieving financial goals 2) cash flow/budgeting 3) insurance needs 4) tax planning 5) gifting strategies 6) mortgage issues 7) issues involving employers and job changes 8) investment issues 9) college funding 10) estate planning issues.
- ◆ Ongoing cash flow management with monthly automatic distributions and/or contributions, dollar cost averaging into investments, etc.
- ◆ Assistance in consolidating investment accounts and transferring assets.
- ◆ Emphasis on education of the client on financial issues.
- ◆ Objective review of all insurance policies.
- ◆ Assistance with formulating and revising estate plans; joint meetings with estate planning attorneys as requested.
- ◆ Issues related to small business ownership, such as retirement plan recommendation and formulation, tax saving ideas, etc.
- ◆ Advisor available to accompany client to meetings with accountants, insurance agents and attorneys as requested.
- ◆ One to four meetings a year with clients (after initial plan is set up).
- ◆ Explanation of Estate Planning documents and terms.
- ◆ Track funding of client's retirement plans.
- ◆ Help consolidate unneeded accounts to simplify the client's financial affairs.
- ◆ All client appointments, phone calls, etc.

**FEE SCHEDULE
FOR OPEN FINANCIAL PLANNING
AND INVESTMENT ADVISORY RETAINER**

In certain instances, depending on the client's needs and the services to be performed by Sterling Wealth Advisors, a contract may be entered into with a different fee schedule than the fee schedule set below. This fee would be based upon individual negotiations with the particular client within the range of fees set forth below for minimum and maximum fees.

A client may terminate at any time. The following fees are charged on an annual basis, 1/2 of the quoted flat fee is due at the signing of the retainer and 1/2 is due in 6 months. All payments are due immediately. Once fees are agreed to, they are non-negotiable. Investment assets are determined based upon investment account statements dated within 90 days of the engagement.

For clients who choose ongoing financial planning services and investment advisory implementation services, we generally require a minimum annual financial planning retainer of \$5,000 (includes the initial plan preparation) plus a fee for investment implementation based on the assets under management as follows:

Assets Annual Fee

Assets of \$1,000,000 or less.	1.00%
Assets between \$1,000,001–\$2,000,000.85%
Assets between \$2,000,001–\$4,000,000.65%
Assets between \$4,000,001–\$6,000,000.50%
Assets over \$6,000,000.35%

The above fees are minimum fees. Depending on the client's circumstances and the level and scope of services required, a client may pay more than the minimum fee for the plan and its implementation. There are some instances in which we work with clients by the project or on an hourly basis.

Refunds: A client can terminate the contract engagement at any time upon receipt of written notice. Sterling Wealth Advisors will reimburse the client for any unearned or unapplied fees paid. All clients may terminate their agreement within 5 business days of signing their initial agreement and be reimbursed 100% of their fee.

Billing: For Financial Overview, Consulting/Project, and clients receiving only a Complete Financial Plan, 50% of the quoted fee is due upon engagement, and the remainder is due upon completion of the project or plan.

For new clients receiving ongoing financial planning and investment implementation services, annual fees will be determined upon signing the contract for the first year of service, (which may coincide with the calendar year). After the first anniversary of the contract, the fee will be prorated from the first anniversary to the end of that calendar year, when the client will join existing clients in a January-December fee year.

10 REASONS WHY CLIENTS LIKE OUR RETAINER

1. An analogy might be a desire to get into good physical shape. You could hire a “personal trainer” one time to devise a **good** plan for you and then follow the plan. Or, you could reach your goals **faster and easier** if you hired a personal trainer that you met with regularly. They would help keep you **focused and accountable**, consistently partnering with you to help you meet your goals.
2. Because client’s **lives are constantly changing** (their goals change, their 401(k) choices change, their relationships change, etc.). Clients appreciate that we are always there when the changes occur. They never have to hesitate in calling or emailing us, faxing us something to review, or setting up a meeting.
3. Because they realize that the **tax and investment world is constantly changing**. It’s difficult to stay up to date on the latest tax changes, new investment products, their portfolio, etc. And they realize that not staying on top of these changes could mean they work harder and longer to reach their goals.
4. Because, generally, people should **focus** on their “**core competencies.**” Most successful people **hire professionals** to help them leverage their time and resources.
5. Because life is shorter than we’d like and there is only so much **time**. *While money is replaceable, time is not.* We all want more time to spend with the people we cherish.
6. Most people have failed financially in the past because of one of the following reasons: they **procrastinated** spending the time to set realistic goals and start working towards them; they relied on the wrong **source(s) for advice**; or they didn’t **stay on track**. Our retainer is specifically designed to make sure these problems don’t continue to hold clients back from achieving their financial goals.
7. We take care of many of the **details**. As one example, we open your accounts, explaining the function of each, and then we can help you transfer or consolidate your assets. A “second pair of eyes” always helps when it comes to all the numbers in your life.
8. We are able to help clients **NOT do** many things that they otherwise would have done. Sometimes our value is in helping clients do something; other times, it is in helping them to decide not to do something.
9. Many times we are able to **save** clients the cost of their retainer through aggressive tax planning, insurance savings, keeping “loafing” assets working, reallocating assets for tax efficiency, etc.
10. Because when the time comes that you or your family really need someone...that’s not the time to start looking for someone. Clients know that their spouse or family just needs to call us in the event of an emergency. We will do everything we can to ease the stress and help them take care of all the details.

FACTS ABOUT FINDING FINANCIAL ADVISORS

How are financial planners paid?

There are 3 basic ways in which financial planners are paid:

- 1) **Commissions:** The majority of financial planners are paid under this method. Even if the product the planner is recommending is in fact good for the client, the client may harbor doubts since the planner's compensation is dependent upon the product they select. Many insurance sales people and "brokers" now call themselves "financial advisors/planners," while their main goal is still to sell products.
- 2) **Fee Based or Fee Offset:** This has become popular in the last couple of years because use of the term "fee" causes many people to think the planner is only compensated by the client. "Fee based" means that the planner may earn a fee from the client, but most often will *also* earn commissions. Some firms will charge a client a small fee for the financial plan and then earn commissions when the client implements the plan.
- 3) **Fee Only:** These planners are only paid from one source- their client. If we recommend an insurance agent or mortgage broker, there are no referral fees paid to us. While some Fee-Only planners receive third-party fees, we do not.

This is what the financial press has to say about Fee-Only Financial Planners:

NEWSWEEK-Jane Bryant Quinn

"Financial Planners who take commissions have a built-in conflict of interest....even with disclosure, my choice would be a fee-only planner."

MONEY MAGAZINE

"Start with a good general practitioner...a Financial Planner (whose) compensation should be from fees alone."

Financial Advisors versus CFP®s

There are 57 designations for a financial planner, so it is confusing. Anyone can "call" him or herself a financial planner, and as a result there are many, many people that do. It's important to find a Certified Financial Planner™ Professional. The most desirable credential for comprehensive financial planning is the CFP®. Planners who earn this credential will list it after their name on their business card. In order to obtain the CFP®, a planner must complete approximately two years of education, have three years of supervised experience and pass a difficult two-day comprehensive exam.

The CFP board exam tests their knowledge on all aspects (investment, insurance, tax, retirement planning and estate planning) of financial planning. The pass rate on this exam is approximately **56%**, making it a difficult credential to obtain. You may check a planner's certification at http://data.cfp-board.org/nd_licensee_us_form.asp. This database on the CFP® website includes all planners authorized to use the certification marks as well as those who have been disciplined by the CFP® Board.

FREQUENTLY ASKED QUESTIONS ABOUT STERLING WEALTH ADVISORS

1. **What is Sterling Wealth Advisors?** Sterling Wealth Advisors is a personal financial and tax planning firm registered with The Florida Department of Banking and Finance as a Registered Investment Advisor. The file number is 55224. Sterling Wealth Advisors works as needed on a contract basis with clients. It is the policy of our firm that all employees providing advice to clients hold a bachelor's degree, have experience in fields directly related to financial planning and/or have the required examinations and qualifications to act as an investment advisor representative. Our ADV provides details of the educational and business backgrounds of all members of our firm who provide advice to clients.
2. **What is a Registered Investment Advisor?** A Registered Investment Advisor is a fiduciary who has a duty of undivided loyalty to his or her clients and must deal fairly and honestly with them. A Registered Investment Advisor is a representative of the client.
3. **How much does Sterling Wealth Advisors charge?** We are Fee-Only advisors, which means we are only compensated by our clients. Included in this packet is a detailed outline of our fee structure. There are some instances where we work with clients by the project or on an hourly basis. Your retainer agreement will contain the specific information of how your retainer fee is calculated.
4. **What does Sterling Wealth Advisors sell?** Sound financial planning advice regarding taxes, investments, insurance, pensions, retirement, estate planning and general matters. We do not sell any financial products or receive any third-party fees, such as commissions.
5. **Who do we serve?** Individuals, including business owners.
6. **Who can benefit from our services?** Anyone who has financial, tax, investment or estate issues, or who wishes to plan prudently for his or her financial future. Furthermore, persons who desire a higher, more sophisticated level of financial planning services may find our program appealing.
7. **How much money do you need to work with us?** While there is no minimum asset requirement, typically, our new clients have assets of at least \$500,000.
8. **What is a financial plan?** An in-depth review of your financial situation, taking into account your goals and objectives and focusing on income tax planning, specific investment recommendations, estate planning, risk management, education planning and retirement planning. The plan analyzes and recommends ways that you can achieve your financial objectives.
9. **Are the fees tax deductible?** Yes. Section 212 of the Internal Revenue Code permits an itemized deduction for tax and/or investment advice. It can be found in the miscellaneous section of Schedule A and is subject to a 2% floor of your adjusted gross income. Clients who own their own business, have a farm or rental property, or who buy and sell investments may also be able to deduct a portion of the fee on the corresponding schedule(s).
10. **Do we sell financial planning products, such as mutual funds, insurance and tax shelters?** No. We are fee-only planners and therefore do not sell any products. Products must be purchased by clients from a variety of other sources. We will suggest investments you can make without paying commissions and guide you in your purchase. We are listed financial advisors with Charles Schwab and Co., Inc., a discount broker. You may choose to set up accounts through Schwab, or any other brokerage firm of your choice.

11. **Does Sterling Wealth Advisors provide only complete programs?** For clients with minimal assets, we may do a “financial overview” or “project” where we review just one area of a client’s finances, such as a portfolio or a tax analysis.
12. **Do we provide legal services?** No. However, we can refer you to attorneys if needed.
13. **What type of securities do you provide advice for?** Individual stocks, corporate bonds, certificates of deposits, municipal securities, mutual funds, variable annuities, US government securities, option contracts on securities, and limited partnerships.
14. **What method of analysis do we use to analyze investments?** We do not use technical analysis or charting. We do use fundamental approaches, taking into consideration factors such as economic conditions, industry outlook, politics (as it relates to the investment), historical data, price-earning ratios, dividends, earnings, the general level of interest rates, company management and tax benefits. Our main sources of information are financial newspapers and magazines, research from member aggregations, research materials prepared by others, and annual reports, prospectuses and filings with the Securities and Exchange Commission.
15. **Do we guarantee investment performance?** No
16. **Will client information be kept confidential?** Yes. It is the law.
17. **Once a plan is completed, will our relationship end?** It should not. Financial planning is a process, not an event. We provide an annual, semi-annual or quarterly analysis of your net worth to assess diversification and review investments. Tax planning is done on annually. We are also available as needed for financial advice upon your request.
18. **Do you offer money management?** Yes. But we reserve the right to select accounts. Assets may be managed by directed portfolios under a limited power of attorney, with the client retaining custody of all funds.
19. **How do we get started?** Contact us at (954) 771-1313, or at info@sterlingwealthadvisors.com to set up an initial consultation.

Note: This brochure is provided in addition to a copy of our ADV Part II filed with the Florida Office of Financial Regulation. If you have any questions, please do not hesitate to ask us.

NOTES REGARDING CLIENT REFERENCES AND PROFESSIONAL REFERENCES

Providing client references or professional references is a very sensitive issue. “Testimonials” are prohibited under the Investment Advisors Act of 1940. Rule 206(4)-1(a)(1) prohibits Registered Investment Advisors from publishing, circulating, or distributing any advertisement “which refers, directly or indirectly, to any testimonial of any kind concerning the Investment Advisor, or concerning any advice, analysis, report or other service rendered by such Investment Advisor.”

The Securities and Exchange Commission, Division of Investment Management, stated in a no-action letter in July 1993, to Denver Investment Advisors, Inc., that it allows an Investment Advisor to provide a partial list of clients or professional references in its marketing materials provided that three conditions are met:

1. The Advisor does not use performance-based criteria in determining which clients or professional references to include on the list.
2. The list must include a disclaimer stating, “it is not known whether the listed clients or professional references approve or disapprove of the Advisor or the advisory services provided.”
3. The partial client or professional reference list must include a statement disclosing the objective criteria used to determine which clients or professional references were included on the list.

Accordingly, Sterling Wealth Advisors, makes the following statements:

Should you request a list of Client and/or Professional References,

1. Portfolio performance is not used as a criterion in providing references.
2. Although permission from clients and professional references has been obtained prior to giving you their names, the clients or references on this list have not been contacted recently prior to your inquiry. They are unaware of whom you are and that you have received their name. You should clearly identify yourself and explain the purpose of your call. It is not known whether the listed clients or references approve or disapprove of Sterling Wealth Advisors, or the advisory services provided.
3. The objective criteria used to determine the names of clients or references provided to you include: client age, similarity of client’s life situation, similarity of the client’s financial issues (e.g., investments, retirement planning, estate planning), proximity of the client to you, and availability of the client or reference to answer the phone during the day or evening when you are most likely to call.

We trust that you will respect the privacy and confidentiality of the planner-client relationship in your inquiries with all clients and professional references.

PRIVACY STATEMENT

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

The categories of nonpublic data that we collect from you may include information about: your personal finances; your health to the extent that it is needed for the financial planning process; transactions between you and third parties; and your credit report from consumer reporting agencies. 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, mail, fax, e-mail, 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 that you have authorized.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ two levels of firewall barrier and use 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 services 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 period thereafter that federal and state securities laws require records to be maintained. 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 Statement* to you annually in writing.

ARTICLES OF INTEREST

DISCLOSURE FORM (Part II – Form ADV)

Under law, investment advisors must deliver a written disclosure form to clients when entering into an advisory contract. The purpose of this form is to give the client important information on the advisor's background, services, compensation and other aspects of his or her business practice. This disclosure information is found on Part II Form ADV, which is filed with the appropriate federal or state regulatory agencies.

To help you understand our background, services, and client-centered business philosophy, we are providing you with our Part II-Form ADV. The purpose of the ADV (or Disclosure Form) is to help make you aware of business practices in our industry so that you can learn how to be better “financial consumers” and know what questions you need to ask of any financial professional before doing business.

For example, in our Disclosure, you will note that we do not pay others to refer clients to our firm. You may be surprised to learn how many “respected” advisors now do just that, and how many consumers are not aware of that practice. And if we ever refer you to another professional or firm, you can be assured that we do not receive payment in return. We think that your trust and confidence is worth more than that.

Sterling Wealth Advisors, Inc.

Brochure Dated 3/07/2012

Contact: Elizabeth A. Barrett
Chief Compliance Officer
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Plantation, Florida 33324
www.sterlingwealthadvisors.com

This brochure provides information about the qualifications and business practices of Sterling Wealth Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at (954) 771-1313 or Elizabeth@Sterlingwealthadvisors.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 Sterling Wealth Advisors, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

References herein to Sterling Wealth Advisors, Inc. as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

Item 2 Material Changes

There have been no material changes made to Sterling Wealth Advisors, Inc.'s disclosure statement since last year's Annual Amendment filing on March 19th, 2010.

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Item 4 Advisory Business

- A. Sterling Wealth Advisors, Inc. (the “Adviser”) is a corporation formed on August 31st, 2001 in the State of Florida (previous to which it operated as a sole proprietorship). The Adviser became registered as an Investment Adviser Firm in September 1998. The Adviser is owned by Elizabeth A. Barrett. Ms. Barrett is the Adviser’s President.

- B. As discussed below, the Adviser offers to its clients (individuals, pension and profit sharing plans, business entities, trusts, estates and charitable organizations, etc.) investment advisory services, combined investment advisory services and financial planning and financial planning and related consulting services. Adviser does not sell insurance or investment products, and does not accept commissions as a result of any product recommendations. Adviser does not pay referral or finder's fees, nor does it accept such fees from other firms.

Investment Advisory Services

Financial Planning and Investment Advisory Retainer

This service provides ongoing, financial planning and discretionary investment advisory services. During the initial year, client will receive a financial plan which may include the services listed below. Clients will have three to six scheduled meetings during the initial year, depending on their individual situation, and generally one to three scheduled meetings during renewal years. In addition to scheduled meetings, additional face-to-face, e-mail and/or phone consultations are included at no additional charge.

Services provided may include, but are not limited to: cash flow analysis, investment planning, tax planning, insurance review, inventory of assets, analysis of financial goals, portfolio analysis, development of an asset allocation strategy, retirement planning and estate plan reviews.

Investment Advisory Services Only

The client can determine to engage the Adviser to provide discretionary investment advisory services on a *fee-only* basis. The Adviser’s annual investment advisory fee is based upon a percentage (%) of the market value of the assets placed under the Adviser’s management.

Financial Planning and Consulting Services (Stand-Alone)

In addition to the combined investment advisory and financial planning services set forth above, the Adviser offers the following financial planning and consulting services on a stand alone basis (typically these plans are short term

engagements for those clients who do not wish to engage in an open retainer and are completed within two to six months):

Financial Overview

This is an objective overview of a client's financial situation. A financial overview provides the client with a net worth summary and recommendations on up to three financial planning topics selected, in advance, by the client. The written recommendations will be presented in one two-hour meeting with Adviser's Principal, Elizabeth A. Barrett. No follow-up services are provided with the financial overview. This level of service is tailored to client's specific financial situation. The plan does not include help with implementation of any recommendations (i.e., investments, wills, tax preparation, etc.). Upon presentation of the financial plan and the recommendations associated therewith, the engagement is complete. Should the client need or desire future consultations with Adviser, the client is responsible for initiating contact and re-engaging the Adviser for this service.

Consulting Project/Retainer

If an ongoing, comprehensive financial planning and investment advisory services relationship is not desired or practical, a project retainer service may be offered in the Adviser's sole discretion. The project retainer service is narrower in scope and usually focuses on one or more of the following areas: goal setting, asset/liability analysis, tax planning, cash flow management, investment review, retirement planning, risk management, estate planning, and record keeping. The service includes various client consultations as well as written and/or oral recommendations resulting from such consultations.

Business Retirement Plan/Retirement Consulting

The Adviser also provides non-discretionary pension consulting services to sponsors and or participants of retirement plans. The terms and conditions of any such engagement including compensation to be paid to the Adviser will be set forth in a separate written agreement between the Adviser and the plan sponsor. Personalized investment advice will not be provided to plan participants regarding their plan assets. However, plan participants who wish to engage the Adviser for individualized financial planning our consulting services regarding assets outside the scope of the qualified plan may do so by executing a separate written agreement, including separate fees and fee payment arrangements, with the Company.

Miscellaneous

Non-Investment Consulting/Implementation Services. To the extent requested by the client, the Adviser *may* provide consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Neither the Adviser, nor any of its representatives, serves as an attorney, accountant, or licensed insurance agent, and no portion of the Adviser's services should be construed as same. To the extent requested by a client, the Adviser may recommend the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance, etc.). The client

retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from the Adviser.

Please Note: If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional.

Please Note: Fee Differentials. The Adviser shall price its services based upon various objective and subjective factors. As a result, Adviser's clients could pay diverse fees based upon the market value of their assets, the complexity of the engagement, and the level and scope of the overall financial planning and/or consulting services to be rendered. The services to be provided by the Adviser to any particular client could be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly.

Other Business. Adviser's Principal, Elizabeth A. Barrett, owns Cambridge Consulting, a sole proprietorship that conducts seminars on various topics (typically related to investing or financial issues). The seminars are not marketed to Adviser's clients. Adviser's Principal also produces books and continuing education materials for these seminars, which are sold.

Client Obligations. In performing its services, Adviser shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify the Adviser if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising Adviser's previous recommendations and/or services.

Disclosure Statement. A copy of the Adviser's written Brochure as set forth on Part 2A of Form ADV shall be provided to each client prior to, or contemporaneously with, the execution of the *Investment Advisory Agreement*, *Financial Planning and Investment Advisory Agreement*, or *Consulting Agreement*. Any client who has not received a copy of Adviser's written Brochure at least 48 hours prior to executing the *Investment Advisory Agreement*, *Financial Planning and Investment Advisory Agreement*, or *Consulting Agreement* shall have five business days subsequent to executing the agreement to terminate the Adviser's services without penalty.

- C. The Adviser shall provide investment advisory services specific to the needs of each client. Prior to providing investment advisory services, an investment adviser representative will ascertain each client's investment objective(s). Thereafter, the Adviser shall allocate and/or recommend that the client allocate investment assets consistent with the designated investment objective(s). The client may, at anytime, impose reasonable restrictions, in writing, on the Adviser's services.
- D. The Adviser does not participate in a wrap fee program.
- E. As of December 31, 2011, the Adviser had \$55,061,327 in assets under management on a discretionary basis.

Item 5 Fees and Compensation

- A. The client can determine to engage the Adviser to provide combined discretionary investment advisory services and comprehensive financial planning and/or consulting services or discretionary investment advisory services on a *fee-only* basis.

Investment Advisory Services

Financial Planning and Investment Advisory Retainer

If a client determines to engage the Adviser to provide ongoing financial planning and discretionary investment advisory services, the Adviser generally requires a minimum annual financial planning retainer of \$5,000 (but varies depending upon the level and scope of the service(s) required and the professional(s) rendering the services) plus a fee for investment advisory services based on the assets under management as follows:

<u>Market Value of Portfolio</u>	<u>% of Assets</u>
First \$1,000,000	1.00%
Assets between \$1,000,001-\$2,000,000	0.85%
Assets between \$2,000,001-\$4,000,000	0.65%
Assets between \$4,000,001-\$6,000,000	0.50%
Assets over \$6,000,000	0.35%

***Please Note**, the following services are not included in our retainer and will be billed separately at a rate of \$350 per hour (minimum fee of \$1500) estate settlement, separation of marital or partnership assets, terminal illness.

Investment Advisory Services Only

The client can determine to engage the Adviser to provide discretionary investment advisory services on a *fee-only* basis. The Adviser's annual investment advisory fee is based upon a percentage (%) of the market value of the assets placed under the Adviser's management (between 1.00% and 1.50%) as follows:

<u>Market Value of Portfolio</u>	<u>% of Assets</u>
First \$500,000	1.50%
Assets between \$500,001-\$1,000,000	1.25%
Assets over \$1,000,000	1.00%

*The Adviser's generally requires an annual minimum fee of \$3,000 for investment advisory services only.

Financial Planning and Consulting Services (Stand-Alone)

In addition to the combined investment advisory and financial planning services set forth above, the Adviser offers the following financial planning and consulting services on a stand alone basis:

Financial Overview

The fee for a Financial Overview is \$1,200. In the event that the client engages the Adviser to provide combined investment advisory and financial planning services set forth above, a credit will be applied in the amount of the Financial Overview.

Consulting Project/Retainer

Services under the project retainer are typically provided on a flat-fee basis. Adviser may provide project retainer services for an hourly fee of \$350. Flat fee project retainers are due in full at the beginning of the engagement. In Adviser's sole discretion, fees may be paid with one-half due at the beginning of the engagement and the remainder upon completion. These services may include, Complete Financial Review, Investment Plan, Retirement Plan, Estate and Tax Planning, etc.

Business Retirement Plan/Retirement Consulting

If a client determines to engage the Adviser to provide business retirement plan/retirement consulting services, the Adviser's annual fee shall be the greater of 0.50% of the retirement plan assets or \$10,000. The Adviser generally requires a minimum account size of \$2,000,000 for business retirement plan/retirement consulting. The Adviser's business retirement plan/retirement consulting services fee is paid quarterly, in advance, based upon the market value of the assets on the last day of the previous quarter.

Payment of Fees:

Except for the Financial Overview, payment for which is due upon engagement, for all other financial planning and consulting services, fifty percent (50%) of the quoted fee is due upon engagement, and the remainder is due upon completion of the project or plan.

For new clients receiving ongoing financial planning and investment advisory services, annual fees will be determined upon engagement for the first year of the engagement, whether or not the first engagement year coincides with the calendar year. After the first anniversary of the engagement, a pro-rated fee will be calculated to compensate the Adviser for services to be rendered from the first anniversary to the end of that calendar year, when the client will join existing clients in a January-December fee year.

For renewing clients receiving ongoing financial planning and investment advisory services, each client's annual fee is determined based upon the value of the assets under Adviser's management as of September 30th of each preceding calendar year. Annual fees are non-negotiable once agreed to and will be split into two payments, one due in January, and the other in July.

All invoices are due immediately upon receipt.

- B. Clients may elect to have the Adviser's advisory fees deducted from their custodial account. The Adviser's *Financial Planning and Investment Advisory Agreement*, the Adviser's *Investment Advisory Agreement* and the custodial/

clearing agreement may authorize the custodian to debit the account for the amount of the Adviser's investment advisory fee and to directly remit that advisory fee to the Adviser in compliance with regulatory procedures. In the event that the Adviser bills the client directly, payment is due upon receipt of the Adviser's invoice. The Adviser shall deduct fees and/or bill clients semi-annually, based upon the market value of the assets on as of September 30th of each preceding calendar year.

- C. As discussed below, unless the client directs otherwise or an individual client's circumstances require, the Adviser shall generally recommend that Charles Schwab and Co., Inc. ("*Schwab*") serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as *Schwab* charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e., transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). In addition to Adviser's investment advisory fee, brokerage commissions and/or transaction fees, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses).
- D. Adviser's annual investment advisory fee shall be paid semi-annually, based upon the market value of the assets as of September 30th of each preceding calendar year. The Adviser generally requires a \$3,000 annual minimum fee for investment advisory services. The Adviser, in its sole discretion, may reduce its investment advisory fee and/or waive or reduce its annual minimum fee requirement based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.).

Both the *Financial Planning and Investment Advisory Agreement* and the *Investment Advisory Agreement* between the Adviser and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the *Financial Planning and Investment Advisory Agreement* or the *Investment Advisory Agreement*. Upon termination, the Adviser shall refund the pro-rated portion of the advanced advisory fee paid based upon the number of days remaining in the billing cycle.

- E. Neither the Adviser, nor its representatives accept compensation from the sale of securities or other investment products.

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

Neither the Adviser nor any supervised person of the Adviser accepts performance-based fees.

Item 7 Types of Clients

The Adviser's clients shall generally include individuals, pension and profit sharing plans, business entities, trusts, estates and charitable organizations.

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

- A. The Adviser may utilize the following methods of security analysis:
- Fundamental - (analysis performed on historical and present data, with the goal of making financial forecasts)
 - Technical – (analysis performed on historical and present data, focusing on price and trade volume, to forecast the direction of prices)

The Adviser may utilize the following investment strategies when implementing investment advice given to clients:

- Long Term Purchases (securities held at least a year)
- Short Term Purchases (securities sold within a year)

Please Note: Investment Risk. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by the Adviser) will be profitable or equal any specific performance level(s).

- B. The Adviser's methods of analysis and investment strategies do not present any significant or unusual risks.

However, every method of analysis has its own inherent risks. To perform an accurate market analysis the Adviser must have access to current/new market information. The Adviser has no control over the dissemination rate of market information; therefore, unbeknownst to the Adviser, certain analyses may be compiled with outdated market information, severely limiting the value of the Adviser's analysis. Furthermore, an accurate market analysis can only produce a forecast of the direction of market values. There can be no assurances that a forecasted change in market value will materialize into actionable and/or profitable investment opportunities.

The Adviser's primary investment strategies - Long Term Purchases and Short Term Purchases - are fundamental investment strategies. However, every investment strategy has its own inherent risks and limitations. For example, longer term investment strategies require a longer investment time period to allow for the strategy to potentially develop. Shorter term investment strategies require a shorter investment time period to potentially develop but, as a result of more frequent trading, may incur higher transactional costs when compared to a longer term investment strategy.

- C. Currently, the Adviser primarily allocates client investment assets among various no-load mutual funds (i.e. mutual funds that have no sales fee), exchange traded funds, U.S. government securities, money market accounts, certificates of deposit and individual bonds (corporate, agency and municipal), on a discretionary basis in accordance with the client's designated investment objective(s).

Item 9 Disciplinary Information

The Adviser has not been the subject of any disciplinary actions.

Item 10 Other Financial Industry Activities and Affiliations

- A. Neither the Adviser, nor its representatives, are registered or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.
- B. Neither the Adviser, nor its representatives, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.
- C. The Adviser does not have any relationship or arrangement that is material to its advisory business or to its clients with any related person
- D. The Adviser does not receive, directly or indirectly, compensation from investment advisors that it recommends or selects for its clients.

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

- A. The Adviser maintains an investment policy relative to personal securities transactions. This investment policy is part of Adviser's overall Code of Ethics, which serves to establish a standard of business conduct for all of Adviser's Representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

In accordance with Section 204A of the Investment Advisers Act of 1940, the Adviser also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by the Adviser or any person associated with the Adviser.

- B. Neither the Adviser nor any related person of Adviser recommends, buys, or sells for client accounts, securities in which the Adviser or any related person of Adviser has a material financial interest.
- C. The Adviser and/or representatives of the Adviser *may* buy or sell securities that are also recommended to clients. This practice may create a situation where the Adviser and/or representatives of the Registrant are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. Practices such as "scalping" (i.e., a practice whereby the owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon the rise in the market price which follows the recommendation) could take place if the Adviser did not have adequate policies in place to detect such activities. In addition, this requirement can help detect insider trading, "front-running" (i.e., personal trades executed prior to those of the Adviser's clients) and other potentially abusive

practices.

The Adviser has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of the Adviser's "Access Persons". The Adviser's securities transaction policy requires that an Access Person of the Adviser must provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days of becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date the Adviser selects; provided, however that at any time that the Registrant has only one Access Person, he or she shall not be required to submit any securities report described above.

- D. The Adviser and/or representatives of the Adviser *may* buy or sell securities, at or around the same time as those securities are recommended to clients. This practice creates a situation where the Adviser and/or representatives of the Registrant are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. As indicated above in Item 11 C, the Adviser has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each of Adviser's Access Persons.

Item 12 Brokerage Practices

- A. In the event that the client requests that the Adviser recommend a broker-dealer/custodian for execution and/or custodial services (exclusive of those clients that may direct the Adviser to use a specific broker-dealer/custodian), Adviser generally recommends that investment advisory accounts be maintained at *Schwab*. Prior to engaging Adviser to provide investment advisory services, the client will be required to enter into a formal *Financial Planning and Investment Advisory Agreement* or *Investment Advisory Agreement* with Adviser setting forth the terms and conditions under which Adviser shall manage the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that the Adviser considers in recommending *Schwab* (or any other broker-dealer/custodian to clients) include historical relationship with the Adviser, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by Adviser's clients shall comply with the Adviser's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where the Adviser determines, in good faith, that the commission/transaction fee is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although Adviser will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or

transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, Adviser's investment advisory fee. The Adviser's best execution responsibility is qualified if securities that it purchases for client accounts are mutual funds that trade at net asset value as determined at the daily market close.

1. Research and Additional Benefits

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, Adviser may receive from *Schwab* (or another broker-dealer/custodian) without cost (and/or at a discount) support services and/or products, certain of which assist the Adviser to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by the Adviser may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by Adviser in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that *may* be received may assist the Adviser in managing and administering client accounts. Others do not directly provide such assistance, but rather assist the Adviser to manage and further develop its business enterprise.

Adviser's clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* as a result of this arrangement. There is no corresponding commitment made by the Adviser to *Schwab* or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

The Adviser's Chief Compliance Officer, Elizabeth A. Barrett, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest such arrangement may create.

2. The Adviser does not receive referrals from broker-dealers.
3. The Adviser does not generally accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and Adviser will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by Adviser. As a result, client may pay higher commissions or other transaction

costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.

Please Note: In the event that the client directs Adviser to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through Adviser.

The Adviser's Chief Compliance Officer, Elizabeth A. Barrett, remains available to address any questions that a client or prospective client may have regarding the above arrangement.

- B. To the extent that the Adviser provides investment advisory services to its clients, the transactions for each client account generally will be effected independently, unless the Adviser decides to purchase or sell the same securities for several clients at approximately the same time. The Adviser may (but is not obligated to) combine or "bunch" such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among the Adviser's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. The Adviser shall not receive any additional compensation or remuneration as a result of such aggregation.

Item 13 Review of Accounts

- A. For those clients to whom Adviser provides investment advisory services, account reviews are conducted on an ongoing basis by the Adviser's Principal. All investment supervisory clients are advised that it remains their responsibility to advise the Adviser of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with the Adviser on an annual basis.
- B. The Adviser **may** conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.
- C. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. The Adviser may also provide a written periodic report summarizing account activity and performance.

Item 14 Client Referrals and Other Compensation

- A. As referenced in Item 12.A.1 above, the Adviser may receive an indirect economic benefit from *Schwab*. The Adviser, without cost (and/or at a discount), may receive support services and/or products from *Schwab*.

Adviser's clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* as a result of this arrangement. There is no corresponding commitment made by the Adviser to *Schwab* or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

The Adviser's Chief Compliance Officer, Elizabeth A. Barrett, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest any such arrangement may create.

- B. The Adviser does not compensate, directly or indirectly, any person, other than its representatives, for client referrals.

Item 15 Custody

The Adviser shall have the ability to have its advisory fee for each client debited by the custodian on a quarterly basis. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. The Adviser may also provide a written periodic report summarizing account activity and performance.

Please Note: To the extent that the Adviser provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by the Adviser with the account statements received from the account custodian. **Please Also Note:** The account custodian does not verify the accuracy of the Adviser's advisory fee calculation.

Item 16 Investment Discretion

The client can determine to engage the Adviser to provide investment advisory services on a discretionary basis. Prior to the Adviser assuming discretionary authority over a client's account, the client shall be required to execute a *Financial Planning and Investment Advisory Agreement* or *Investment Advisory Agreement*, naming the Adviser as the client's attorney and agent in fact, granting the Adviser full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage the Adviser on a discretionary basis may, at anytime, impose restrictions, **in writing**, on the Adviser's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to purchase securities with an inverse relationship to the market, limit or proscribe the Adviser's use of margin, etc.).

Item 17 Voting Client Securities

- A. The Adviser does not vote client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.
- B. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact the Adviser to discuss any questions they may have with a particular solicitation.

Item 18 Financial Information

- A. The Adviser does not require fees of more than \$500, per client, six months or more in advance.
- B. The Adviser is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.
- C. The Adviser has not been the subject of a bankruptcy petition.

Item 19 Requirements for State-Registered Advisors

- A. Elizabeth A. Barrett, is the Adviser's principal executive officer and management person. For more information about Ms. Barrett, please see Part 2B of Adviser's Brochure.

- B. The Adviser is not actively engaged in any other business other than as set forth herein.
- C. Neither the Adviser nor its representatives accept performance-based fees.
- D. Neither the Adviser nor its representatives has been the subject of any disciplinary actions.
- E. Neither the Adviser nor its representatives has any relationship or arrangement with any issuer of securities.

ANY QUESTIONS: The Adviser's Chief Compliance Officer, Elizabeth A. Barrett, remains available to address any questions that a client or prospective client may have regarding the above disclosures and arrangements.

Item 1 Cover Page

A.

Elizabeth A. Barrett, MA, CFP®, AIF®

Sterling Wealth Advisors, Inc.

Brochure Supplement
Dated 3/07/2012

Contact: Elizabeth A. Barrett, MA, CFP®, AIF®
Chief Compliance Officer
8201 Peters Road, Suite 1000
Plantation, Florida 33324
www.sterlingwealthadvisors.com

B.

This brochure supplement provides information about Elizabeth A. Barrett, MA, CFP®, AIF® that supplements the Sterling Wealth Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Elizabeth A. Barrett, MA, CFP®, AIF®, Chief Compliance Officer if you did *not* receive Sterling Wealth Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Elizabeth A. Barrett, MA, CFP®, AIF® is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Elizabeth A. Barrett, MA, CFP®, AIF® was born in 1964. Ms. Barrett graduated from Bryan College, in 1986, with a Bachelor's degree in Psychology. Ms. Barrett graduated from Trinity International University, in 1988, with a Master's degree in Counseling Psychology. Ms. Barrett has served as President of Sterling Wealth Advisors, Inc. since July of 1997.

Ms. Barrett became a Certified Financial Planner (CFP®) March 30th, 1998. The CFP® designation identifies individuals who have completed the mandatory examination, education, experience, and ethics requirements mandated by the CFP® Board. Candidates must have at least three years of qualifying work experience that relates to financial planning. Candidates are required to hold a bachelors degree from an accredited university. CFP® candidates must pass an examination that covers over one hundred financial planning topics, which broadly include: general principles of financial planning, insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning. Finally, candidates have ongoing ethics requirements and oversight by the CFP® Board.

Ms. Barrett became an Accredited Investment Fiduciary® (AIF®) in March 2010. The AIF designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary 360 (fi360) company).

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with current state regulatory requirements. The Registrant's Chief Compliance Officer, Elizabeth A. Barrett, MA, CFP®, AIF®, is primarily responsible for overseeing the activities of the Registrant's supervised persons. Ms. Barrett also monitors accounts and conducts account reviews on at least an annual basis. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Ms. Barrett at (954) 771-1313.

Item 7 State-Registered Investment Advisors

- A. Ms. Barrett has never been involved in an arbitration proceeding or a civil, self-regulatory, or administrative proceeding.
- B. Ms. Barrett has never been the subject of a bankruptcy petition.