

Schedule F of
Form ADV
Continuation Sheet for Form ADV Part II

Applicant: Holly P. Thomas, LLC	SEC File Number:	Date: 4/10/2010
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Item of Form (identify)	Answer
<p>1.D</p>	<p><u>Advisory Services and Fees</u></p> <p>Holly P. Thomas, LLC (hereinafter "HPTLLC" or the "firm") offers personalized financial planning and investment advisory services to individuals, families, trusts, estates, charitable organizations, corporations, and other business entities. The firm's services and fee arrangements are described in the following pages.</p> <p>HPTLLC is a Limited Liability Company formed under the laws of the State of Florida and is registered with the State of Florida as an Investment Advisor (RIA). This Schedule F narrative provides clients with information regarding HPTLLC and the qualifications, business practices, and nature of advisory services that should be considered before becoming an advisory client of HPTLLC. This information in this Schedule F <u>has not</u> been approved or verified by the United States Securities and Exchange Commission, the State of Florida, or by any state securities authority.</p> <p>Please contact Holly P. Thomas, Managing Member, if you have any questions about this Schedule F narrative.</p> <p>Individuals associated with HPTLLC will provide its investment advisory services. These individuals are appropriately licensed, qualified, and authorized to provide advisory services on behalf of HPTLLC. Such individuals are known as Investment Advisory Representatives (IARs).</p> <p><u>Financial Planning Services</u></p> <p>Financial planning services are designed to help the client with all aspects of financial planning. The financial plan may include, but is not limited to: a statement of financial goals; a net worth statement; a cash flow statement; a review of all investment accounts, including an asset allocation review; repositioning recommendations; strategic tax planning; a review of all retirement accounts and plans including recommendations; a review of insurance policies, including annuities, and recommendations for changes, if necessary; one or more retirement</p>

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<p>Item 1, D.</p>	<p>scenarios; estate planning review and recommendations; education planning with funding recommendations; and charitable and family gift planning with funding recommendations.</p> <p>Implementation of any recommendation is at the discretion of the client.</p> <p>An IAR of HPTLLC will meet with a prospective client for an initial consultation. If the prospective client decides to engage HPTLLC for financial planning services, an IAR will conduct a second meeting during which pertinent detailed information about the client's financial circumstances and objectives is collected. Upon the successful completion of a review and comprehensive analysis of such information, a written financial plan will be produced and delivered in a third meeting. Subsequent meetings may be necessary to complete plan delivery or to assist with implementation. The primary objective of this process is to allow HPTLLC to assist the client in developing a strategy for the successful management of income, assets and liabilities in meeting the client's financial goals and objectives.</p> <p>Financial plans are based on the client's financial situation at the time the plan is presented and are based on financial information disclosed by the client to HPTLLC. Clients are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. Past performance is in no way an indication of future performance. HPTLLC cannot offer any guarantees or promises that the client's financial goals and objectives will be met. As the client's financial situation, goals, objectives, or needs change, the client must notify HPTLLC promptly.</p> <p>HPTLLC utilizes the following financial planning fee schedule: For most clients, HPTLLC charges a flat fee for financial planning services. The fee ranges from \$3,000-\$12,000 per family or entity, depending upon the scope of work. Planning modules may consist of assistance with estate plan implementation, review of life insurance, review of health, disability, long-term care, property and casualty insurance, review of investment portfolio(s), review of</p>

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<p>Item 1, D.</p>	<p>\$500,000.</p> <p><u>Level 2: \$5500 - \$8000</u> Clients with general financial planning needs are at this level. Most of the planning is done during four regular meetings each year with email and phone contact between the regular sessions. These persons appreciate coaching and assistance with the implementation of some of their plan recommendations, while completing other aspects themselves. Total assets are characteristically below \$1 million.</p> <p><u>Level 3: \$8500 - \$12,000</u> These clients may be experiencing one or two special transition situations requiring more attention, such as preparing for retirement relatively soon, imminent college planning, or death of a spouse within the past few years; starting or maintaining a small business; purchasing or selling a home; ownership of rental property, etc. Meetings are scheduled four times a year, augmented with additional phone calls, emails, or even an additional meeting. Assistance is usually requested with various plan implementations. Total assets are generally under \$3 million.</p> <p><u>Level 4: \$12,500 - \$15,000</u> Clients at this level have more complex situations and consequently, there may be additional tax, retirement, investment, estate and other comprehensive planning issues to consider. These issues often necessitate additional time to research, strategize and implement effective options. Investments beyond mutual funds, including individual bonds, are common. A trust may be a part of this plan. Phone and email contacts often supplement four regularly scheduled client meetings each year. Other professional advisors (attorney, CPA, trust officer, etc.) or another family member may be a part of the planning team. Clients at this level prefer or require that their advisor assists with a major portion of plan implementations. Total assets are generally under \$5 million.</p> <p><u>Level 5: \$15,001 - \$20,000</u> These clients require the most assistance. Services may include: multi-generation issues; a special business focus; irrevocable trusts; personal coaching; multiple life transitions; multiple business budgeting or projections; or other individualized circumstances. In-person or telephone meetings are scheduled frequently as warranted, and are supplemented by e-mail and telephone contact. Clients at this level depend on HPTLLC to facilitate plan</p>

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<p>Item 9E</p>	<p>employees may have non-public information.</p> <p>The firm has adopted a written Code of Ethics in compliance with SEC Rule 204A-1. The code sets forth standards of conduct and requires compliance with federal securities laws. Our Code also addresses personal trading and requires our personnel to report their personal securities holdings and transactions to the Chief Compliance Officer of the firm. We will provide a copy of our Code of Ethics to any client or prospective client upon request.</p> <p><u>Confidentiality</u></p> <p>As an employee of HPTLLC, associated persons may learn confidential information concerning HPTLLC and its clients. "Confidential information" generally means all information not publicly available (through the media or public records) and includes, but is not limited to:</p> <ul style="list-style-type: none"> • The composition of client portfolios • Certain records, procedures and other proprietary information • Family or personal information <p>It is the policy of HPTLLC that individuals employed by the firm must not disclose, directly or indirectly, any confidential information to anyone other than HPTLLC personnel and authorized professional advisors such as broker-dealers, attorneys, and accountants who need such information in order to discharge their professional services.</p> <p>A copy of HPTLLC's privacy policy notice will be provided to each client prior to, or contemporaneously with, the execution of the advisory agreement. Thereafter, HPTLLC will deliver a copy of the current privacy policy notice to its clients on an annual basis.</p> <p><u>Investment or Brokerage Discretion</u></p> <p>When a client executes a limited trading authorization, HPTLLC has the authority to determine, without obtaining specific client consent, the securities to be bought or</p>

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Item 12 A (1) (2)	<p>sold, and the amount of the securities to be bought or sold. However, HPTLLC generally consults with the client prior to each trade to obtain concurrence. The client approves the custodian to be used and the commission rates paid to the custodian. HPTLLC does not receive any portion of the transaction fees or commissions paid by the client to the custodian. Occasionally, clients grant HPTLLC complete discretion over the selection and amount of securities to be bought or sold and the commission rates to be paid for their account without obtaining their prior consent or approval. However, HPTLLC's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the client. For example, a client may specify that the investment in any particular stock or industry should not exceed specified percentages of the portfolio value; restrictions or prohibitions of transactions of specific industry securities; and/or directed brokerage.</p> <p><u>Suggestion of Broker</u></p> <p>HPTLLC will recommend brokers to clients if requested. Such recommendations will take into account a number of factors, some of which may include custodial fees charged by the broker for holding securities for the client, commission rates, quality of execution and record keeping and reporting capabilities, among others. When recommending a broker, HPTLLC will attempt to minimize the total cost for all brokerage services paid by the client. However, it may be the case that the recommended broker charges a higher fee for a particular type of service, such as commission rates, than can be obtained from another broker. Clients may utilize the broker/dealer of their choice and have no obligation to purchase or sell securities through such broker as HPTLLC recommends.</p> <p><i>Directed Brokerage</i></p> <p>Some clients may instruct HPTLLC to use one or more particular brokers for the transactions in their accounts. Clients who may want to direct the firm to use a particular broker should understand that this might prevent HPTLLC from effectively negotiating brokerage compensation on their behalf. This arrangement may also</p>

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Item 12 B	<p>prevent HPTLLC from obtaining the most favorable net price and execution. Thus, when directing brokerage business, clients should consider whether the commission expenses and execution, clearance, and settlement capabilities that they will obtain through their broker are adequately favorable in comparison to those that HPTLLC would otherwise obtain for its clients.</p> <p>Miscellaneous</p> <p><i>Proxy Voting</i></p> <p>HPTLLC will not be required to take any action or render any advice with respect to voting of proxies solicited by, or with respect to, the issuers of securities in which client assets may be invested. Although HPTLLC may, on rare occasions and only at the client's request, offer clients advice regarding corporate actions and the exercise of proxy voting rights. If a conflict of interest exists, it will be disclosed to the client.</p> <p><i>Trade Error Correction Procedures</i></p> <p>On infrequent occasions, an error may be made in a client account. For example, a security may be erroneously purchased for a client account instead of sold. In these situations, HPTLLC generally seeks to rectify the error by placing the client account in a similar position as it would have been had there been no error. Depending on the circumstances, various corrective steps may be taken, including but not limited to, canceling the trade, adjusting an allocation, and/or reimbursing the account.</p>

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