

DeVore Financial Advisors LLC

Form ADV Part 2A – Disclosure Brochure

Effective: February 23, 2021

This Form ADV Part 2A (“Disclosure Brochure”) provides information about the qualifications and business practices of DeVore Financial Advisors LLC (“DFA” or the “Advisor”). If you have any questions about the content of this Disclosure Brochure, please contact the Advisor at (760) 822-2669 or by email at brent@devorefa.com.

DFA is a registered investment advisor located in the State of California that conducts business in California and other states. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about DFA to assist you in determining whether to retain the Advisor.

Additional information about DFA and its Advisory Persons are available on the SEC’s website at www.adviserinfo.sec.gov by searching with the Advisor’s firm name or CRD# 306110.

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669

Item 2 – Material Changes

Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about the Advisory Persons of DFA. For convenience, the Advisors has combined these documents into a single disclosure document.

DFA believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide you with complete and accurate information at all times. DFA encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

Material Changes

The following material changes have been made to this Disclosure Brochure since the last filing and distribution to Clients:

- The Advisor may recommend Schwab Institutional Intelligent Portfolios to Clients. Please see Item 4, 5 and 10.

Future Changes

From time to time, the Advisor may amend this Disclosure Brochure to reflect changes in business practices, changes in regulations or routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each client annually and if a material change occurs.

You may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 306110. You may also request a copy of this Disclosure Brochure at any time, by contacting the Advisor at (760) 822-2669.

Item 3 – Table of Contents

Item 1 – Cover Page	1
Item 2 – Material Changes	2
Item 3 – Table of Contents	3
Item 4 – Advisory Services	4
A. Firm Information	4
B. Advisory Services Offered.....	4
C. Client Account Management.....	5
D. Wrap Fee Programs	6
E. Assets Under Management.....	6
Item 5 – Fees and Compensation	6
A. Fees for Advisory Services	6
B. Fee Billing	7
C. Other Fees and Expenses	7
D. Advance Payment of Fees and Termination	7
E. Compensation for Sales of Securities.....	8
Item 6 – Performance-Based Fees and Side-By-Side Management	8
Item 7 – Types of Clients	8
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss	9
A. Methods of Analysis	9
B. Risk of Loss	9
Item 9 – Disciplinary Information	10
Item 10 – Other Financial Industry Activities and Affiliations	11
A. Financial Registration and Affiliations.....	11
B. Material Relationships	11
C. Selection of Other Advisors	11
Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	11
A. Code of Ethics.....	11
C. Personal Trading in Same Securities as Clients.....	12
D. Personal Trading at Same Time as Client	12
Item 12 – Brokerage Practices	12
A. Recommendation of Custodian[s].....	12
B. Aggregating and Allocating Trades.....	13
Item 13 – Review of Accounts	13
A. Frequency of Reviews	13
B. Causes for Reviews.....	13
C. Review Reports.....	13
Item 14 – Client Referrals and Other Compensation	13
A. Compensation Received by DFA.....	13
B. Client Referrals from Solicitors.....	14
Item 15 – Custody	14
Item 16 – Investment Discretion	14
Item 17 – Voting Client Securities	14
Item 19 – Requirements for State Registered Advisors	15
A. Educational Background and Business Experience of Principal Officers	15
B. Other Business Activities of Principal Officers.....	15
C. Performance Fee Calculations.....	15
D. Disciplinary Information	15
E. Material Relationships with Issuers of Securities.....	15
Form ADV Part 2B – Brochure Supplement	16
Privacy Policy	22

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

Item 4 – Advisory Services

A. Firm Information

DeVore Financial Advisors LLC (“DFA” or the “Advisor”) is a registered investment advisor located in the State of California. The Advisor is organized as a Limited Liability Company (“LLC”) under the laws of California. The Advisor may also conduct business in other states, pursuant to de minimis exemptions in those states. DFA was founded in October 2019. DFA is owned and operated by Laura T. DeVore (President) and Brenton L. DeVore (Chief Investment Officer and Chief Compliance Officer). This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by DFA.

B. Advisory Services Offered

DFA offers investment advisory services to individuals, high net worth individuals, trusts, and estates (each referred to as a “Client”).

The Advisor serves as a fiduciary to Clients, as defined under the applicable laws and regulations. As a fiduciary, the Advisor upholds a duty of loyalty, fairness and good faith towards each Client and seeks to mitigate potential conflicts of interest. DFA’s fiduciary commitment is further described in the Advisor’s Code of Ethics. For more information regarding the Code of Ethics, please see Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.

Investment Management Services

DFA provides customized investment management services for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and related advisory services. DFA works closely with each Client to identify their investment goals and objectives, as well as risk tolerance and financial situation in order to create a portfolio strategy. DFA will then construct an investment portfolio, consisting of diversified mutual funds, exchange-traded funds (“ETFs”), individual stocks, and/or individual bonds to achieve the Client’s investment goals. The Advisor may also utilize inverse ETFs, leveraged ETFs, fee-based variable annuities, and/or other types of securities, as appropriate, to meet the needs of the Client. The Advisor may retain certain legacy investments based on portfolio fit and/or tax considerations.

DFA’s investment approach is primarily long-term focused, but the Advisor may buy, sell or re-allocate positions that have been held for less than one year to meet the objectives of the Client or due to market conditions. DFA will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by the Advisor.

DFA evaluates and selects investments for inclusion in Client portfolios only after applying its internal due diligence process. DFA may recommend, on occasion, redistributing investment allocations to diversify the portfolio. DFA may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement. DFA may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client’s risk tolerance.

At no time will DFA accept or maintain custody of a Client’s funds or securities, except for the limited authority as outlined in Item 15 – Custody. All Client assets will be managed within the designated account[s] at the Custodian, pursuant to the terms of the advisory agreement. Please see Item 12 – Brokerage Practices for additional information.

Schwab Institutional Intelligent Portfolios – The Advisor may recommend an automated investment program through which Clients are invested in a range of investment strategies DFA has constructed and manages. The Client’s portfolio is held in a brokerage account opened by the Client at Charles Schwab & Co., Inc. (“Schwab”).

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

The Advisor utilizes the Institutional Intelligent Portfolios® platform, offered by Schwab Performance Technologies, a software provider to independent investment advisors and an affiliate of Schwab, to operate the Schwab Institutional Intelligent Portfolios. The Advisor remains the Client's investment advisor and primary point of contact. The Advisor is responsible for determining the appropriateness of the Schwab Institutional Intelligent Portfolios for the Client, choosing a suitable investment strategy and portfolio for the Client's investment needs and goals, and managing that portfolio on an ongoing basis.

Financial Planning Services

DFA will typically provide a variety of financial planning and consulting services to Clients, either as a component of investment management services or pursuant to a written financial planning agreement. Services are offered in several areas of a Client's financial situation, depending on their goals and objectives.

Generally, such financial planning services involve preparing a formal financial plan or rendering a specific financial consultation based on the Client's financial goals and objectives. This planning or consulting may encompass one or more areas of need, including, but not limited to, investment planning, retirement planning, personal savings, education savings and other areas of a Client's financial situation.

A financial plan developed for, or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings, establish education savings and other areas of a Client's situation.

DFA may also refer Clients to an accountant, attorney or other specialists, as appropriate for their unique situation. For certain financial planning engagements, the Advisor will provide a written summary of the Client's financial situation, observations, and recommendations. For consulting or ad-hoc engagements, the Advisor may not provide a written summary. Plans or consultations are typically completed within six (6) months of contract date, assuming all information and documents requested are provided promptly.

Financial planning and consulting recommendations pose a conflict between the interests of the Advisor and the interests of the Client. For example, the Advisor has an incentive to recommend that Clients engage the Advisor for investment management services or to increase the level of investment assets with the Advisor, as it would increase the amount of advisory fees paid to the Advisor. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to implement the transaction through the Advisor.

Pursuant to California Code of Regulations Section 260.238(k), the Advisor, has disclosed all material conflicts of interests that could reasonably be expected to impair the rendering of unbiased and objective advice.

C. Client Account Management

Prior to engaging DFA to provide investment advisory services, each Client is required to enter into one or more agreements with the Advisor that define the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Strategy – DFA, in connection with the Client, will develop a strategy that seeks to achieve the Client's goals and objectives.
- Asset Allocation – DFA will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk of each Client.
- Portfolio Construction – DFA will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.

- Investment Management and Supervision – DFA will provide investment management and ongoing oversight of the Client’s investment portfolio.

D. Wrap Fee Programs

DFA does not manage or place Client assets into a wrap fee program. Investment advisory services are provided directly by DFA.

E. Assets Under Management

As of December 31, 2020, DFA manages approximately \$10,009,000 in Client assets, \$10,000,000 of which are managed on a discretionary basis and \$9,000 are on a non-discretionary basis. Clients may request more current information at any time by contacting the Advisor.

Item 5 – Fees and Compensation

The following paragraphs detail the fee structure and compensation methodology for services provided by the Advisor. Each Client engaging the Advisor for services described herein shall be required to enter into one or more written agreements with the Advisor.

A. Fees for Advisory Services

Investment Management Services

Investment management fees are paid quarterly, at the end of each calendar quarter, pursuant to the terms of the investment management agreement. Investment management fees are based upon the average daily market value of assets under management. Investment management fees are based on the following straight tiered schedule:

Assets Under Management (\$)	Annual Rate (%)
Up to \$2,000,000	0.95%
\$2,000,001 to \$5,000,000	0.75%
Over \$5,000,000	Negotiable

The investment management fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. Fees may be negotiable at the sole discretion of the Advisor. The Client’s fees will take into consideration the aggregate assets under management with the Advisor to reach fee breakpoint above. All assets will receive the lower rate once a breakpoint is achieved. All securities held in accounts managed by DFA will be independently valued by the Custodian. DFA will not have the authority or responsibility to value portfolio securities.

The Advisor’s fee is exclusive of, and in addition to, any applicable securities transaction fees, and other related costs and expenses, which may be incurred by the Client. However, the Advisor shall not receive any portion of these commissions, fees, and costs.

Pursuant to California Code of Regulations Section 260.238(j), the Advisor discloses that the Client may be able to obtain similar services from other services providers for a lower fee.

Financial Planning Services

DFA offers financial planning services either on an hourly basis or for a fixed fee. Hourly engagements range up to \$250 per hour. Fixed engagement fees are set by the Advisor based on the estimated hours number of hours expected to complete the engagement, with a minimum fixed fee of \$2,500. Fees may be negotiable based on the nature and complexity of the services to be provided and the overall relationship with the Advisor. An estimate for total hours and/or total costs will be provided to the Client prior to engaging for these services.

Pursuant to California Code of Regulations Section 260.238(j), the Advisor discloses that the Client may be able to obtain similar services from other services providers for a lower fee.

DeVore Financial Advisors LLC
 1260 San Elijo Road North, San Marcos, CA 92078
 Phone: (760) 822-2669
<http://devorefa.com>

B. Fee Billing

Investment Management Services

Investment management fees are calculated by the Advisor and deducted from the Client's account[s] at the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client's account[s] at the end of the respective quarter. The annual fee is charged quarterly, in arrears, based upon the average daily market value of assets under management. Since the asset-based fee is determined by average daily account balance, if assets are deposited into or withdrawn from an account, the base fee payable with respect to such assets is adjusted accordingly. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the investment management fee. In addition, the Advisor will provide the Client an invoice or statement itemizing the fee, including the formula used to calculate the fee, the value of the assets under management on which the fee is based, and the time period covered by the fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the Custodian's brokerage statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting advisory fees to be deducted by DFA and to be paid directly from their account[s] held by the Custodian as part of the investment management agreement and separate account forms provided by the Custodian.

Financial Planning Services

Financial planning fees are invoiced up to fifty percent (50%) of the expected total fee upon execution of the financial planning agreement. The balance shall be invoiced upon completion of the agreed upon deliverable[s].

C. Other Fees and Expenses

Clients may incur certain fees or charges imposed by third parties, other than DFA, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custody and securities execution fees charged by the Custodian, if applicable. The Advisor's recommended Custodian does not charge securities transaction fees for ETF and equity trades in a Client's account, provided that the account meets the terms and conditions of the Custodian's brokerage requirements. However, the Custodian typically charges for mutual funds and other types of investments. The fees charged by DFA are separate and distinct from these custody and execution fees. Clients invested through the Schwab Institutional Intelligent Portfolios will not be charged a separate fee for securities transaction fees for the purchase and rebalancing of the Client's investment portfolio. Clients will be responsible for the sale of any legacy investments for implementation of Schwab Institutional Intelligent Portfolios.

In addition, all fees paid to DFA for investment advisory services are separate and distinct from the expenses charged by mutual funds and ETFs to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client may be able to invest in these products directly, without the services of DFA, but would not receive the services provided by DFA which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by DFA to fully understand the total fees to be paid. Please refer to Item 12 – Brokerage Practices for additional information.

D. Advance Payment of Fees and Termination

Investment Management Services

DFA is compensated for its services at the end of the quarter after investment management services are rendered. Either party may terminate the investment management agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the investment management agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. The Client's investment management agreement with the Advisor is non-transferable without the Client's prior consent.

Financial Planning Services

DFA is compensated for its financial planning services in arrears. Either party may terminate the financial planning agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the financial planning agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Upon termination, the Client shall be billed for actual hours logged on the planning project times the contractual hourly rate or in the case of a fixed fee engagement, the percentage of the engagement scope completed by the Advisor. The Client's financial planning agreement with the Advisor is non-transferable without the Client's prior consent.

E. Compensation for Sales of Securities

DFA does not buy or sell securities to earn commissions and does not receive any compensation for securities transactions in any Client account, other than the investment advisory fees noted above.

Ms. DeVore is also licensed as an independent insurance professional. As an independent insurance professional, Ms. DeVore will earn commission-based compensation for selling insurance products, including insurance products they sell to Clients. Insurance commissions earned by Ms. DeVore are separate and in addition to advisory fees. This practice presents a conflict of interest because the person providing investment advice on behalf of the Advisor who is also an insurance agent has an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on the Client's needs. However, the Client is under no obligation, contractually or otherwise, to purchase insurance products through Ms. DeVore. Please see Item 10 below.

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

DFA does not charge performance-based fees for its investment advisory services. The fees charged by DFA are as described in Item 5 above and are not based upon the capital appreciation of the funds or securities held by any Client.

DFA does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

Item 7 – Types of Clients

DFA offers investment advisory services to individuals, high net worth individuals, trusts, and estates. The amount of each type of Client is available on DFA's Form ADV Part 1A. These amounts may change over time and are updated at least annually by the Advisor. DFA generally does not impose a minimum relationship size however, the Advisor does impose a minimum fee of \$2,500 for financial planning engagements.

Clients eligible to enroll in the Schwab Institutional Intelligent Portfolios include individuals, IRAs, and revocable living trusts. Clients that are organizations (such as corporations and partnerships) or government entities, and clients that are subject to the Employee Retirement Income Security Act of 1974, are not eligible for Schwab Institutional Intelligent Portfolios. The minimum investment required to open an account in the Schwab Institutional Intelligent Portfolios is \$5,000. The minimum account balance to enroll in the tax-loss harvesting feature is \$50,000.

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

A. Methods of Analysis

DFA employs fundamental, technical, cyclical, and charting analysis in developing investment strategies for its Clients. Research and analysis from DFA are derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria generally consist of ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have a negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in Item 13 – Review of Accounts.

Technical analysis involves the analysis of past market data rather than specific company data in determining the recommendations made to clients. Technical analysis may involve the use of charts to identify market patterns and trends, which may be based on investor sentiment rather than the fundamentals of the company. The primary risk in using technical analysis is that spotting historical trends may not help to predict such trends in the future. Even if the trend will eventually reoccur, there is no guarantee that DFA will be able to accurately predict such a reoccurrence.

Cyclical analysis is similar to technical analysis in that it involves the analysis of market conditions at a macro (entire market/economy) or micro (company specific) level, rather than the overall fundamental analysis of the health of the particular company that DFA is recommending. The risks with cyclical analysis are similar to those of technical analysis.

Charting analysis utilizes various market indicators as investment selection criteria. These criteria are generally pricing trends that may indicate movement in the markets. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the technical and charting analysis may lose value and may have negative investment performance. The Advisor monitors these market indicators to determine if adjustments to strategic allocations are appropriate.

As noted above, DFA generally employs a long-term investment approach for its Clients, as consistent with their financial goals. DFA will typically hold all or a portion of a security for more than a year but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, DFA may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

B. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. DFA will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

While the methods of analysis help the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in these methods of analysis

may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in Item 13 – Review of Accounts.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account[s]. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. Following are some of the risks associated with the Advisor's investment approach:

Market Risks

The value of a Client's holdings may fluctuate in response to events specific to companies or markets, as well as economic, political, or social events in the U.S. and abroad. This risk is linked to the performance of the overall financial markets.

ETF Risks

The performance of ETFs is subject to market risks, including the possible loss of principal. The price of the ETFs will fluctuate with the price of the underlying securities that make up the funds. In addition, ETFs have a trading risk based on the loss of cost efficiency if the ETFs are traded actively and a liquidity risk if the ETFs have a large bid-ask spread and low trading volume. The price of an ETF fluctuates based upon the market movements and may dissociate from the index being tracked by the ETF or the price of the underlying investments. An ETF purchased or sold at one point in the day may have a different price than the same ETF purchased or sold a short time later.

Mutual Fund Risks

The performance of mutual funds is subject to market risks, including the possible loss of principal. The price of the mutual funds will fluctuate with the value of the underlying securities that make up the funds. The price of a mutual fund is typically set daily therefore a mutual fund purchased at one point in the day will typically have the same price as a mutual fund purchased later that same day.

Inverse and Leveraged ETFs

Inverse ETFs seek to deliver the opposite of the performance of the index or benchmark they track. Like traditional ETFs, some leveraged and inverse ETFs track broad indices, some are sector-specific, and others are linked to commodities, currencies, or some other benchmark. Inverse ETFs often are marketed as a way for investors to profit from, or at least hedge their exposure to, downward moving markets.

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.

Item 9 – Disciplinary Information

There are no legal, regulatory or disciplinary events involving DFA or its owner. Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices.

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

DFA values the trust Clients place in the Advisor. The Advisor encourages Clients to perform the requisite due diligence on any advisor or service provider that the Client engages. The backgrounds of the Advisor and its Advisory Persons are on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 306110.

Item 10 – Other Financial Industry Activities and Affiliations

A. Financial Registration and Affiliations

Neither DFA nor its owners have any registrations or affiliations with a broker-dealer, futures commission merchant, commodity pool operator, or commodity-trading advisor.

B. Material Relationships

Insurance Affiliation

Ms. DeVore is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Ms. DeVore's role with DFA. As an insurance professional, Ms. DeVore will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Ms. DeVore is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Ms. DeVore or the Advisor. Ms. DeVore spends less than 10% of her business time on this business activity.

Schwab Institutional Intelligent Portfolios

As noted in Item 4 – Advisory Services, DFA may recommend that a Client's investment portfolio be implemented through the Schwab Institutional Intelligent Portfolios. DFA may be required to pay Schwab Institutional Intelligent Portfolios an investment sub-advisory fee for the use of the platform, trading, rebalancing, fee billing, reporting and other services. The Advisor does not receive compensation from Schwab Institutional Intelligent Portfolios, Schwab or any other affiliate for these services but does receive these services at a discount.

C. Selection of Other Advisors

DFA does not select or recommend other investment advisors for its Clients.

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

A. Code of Ethics

DFA has implemented a Code of Ethics (the "Code") that defines the Advisor's fiduciary commitment to each Client. This Code applies to all persons associated with DFA ("Supervised Persons"). The Code was developed to provide general ethical guidelines and specific instructions regarding the Advisor's duties to the Client. DFA and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of DFA's Supervised Persons to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code covers a range of topics that address employee ethics and conflicts of interest. To request a copy of the Code, please contact the Advisor at (760) 822-2669.

B. Personal Trading with Material Interest

DFA allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. DFA does not act as principal in any transactions. In addition, the Advisor does not act as the general partner of a fund, or advise an investment company. DFA does not have a material interest in any securities traded in Client accounts.

C. Personal Trading in Same Securities as Clients

DFA allows Supervised Persons to purchase or sell the same securities that are recommended to and purchased on behalf of Clients. Owning the same securities that are recommended (purchase or sell) to Clients presents a conflict of interest that, as fiduciaries, must be disclosed to Clients and mitigated through policies and procedures. As noted above, the Advisor has adopted the Code to address insider trading (material, non-public information controls); gifts and entertainment; outside business activities and personal securities reporting. When trading for personal accounts, Supervised Persons have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its Clients can be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material, non-public information. This risk is mitigated by DFA by conducting a coordinated review of personal accounts and the accounts of the Clients. The Advisor has also adopted written policies and procedures to detect the misuse of material, non-public information.

D. Personal Trading at Same Time as Client

While DFA allows Supervised Persons to purchase or sell the same securities that are recommended to and purchased on behalf of Clients, such trades are typically aggregated with Client orders or traded afterward. **At no time will DFA, or any Supervised Person of DFA, transact in any security to the detriment of any Client.**

Item 12 – Brokerage Practices

A. Recommendation of Custodian[s]

DFA does not have discretionary authority to select the broker-dealer/custodian for custody and execution services. The Client will engage the broker-dealer/custodian (herein the "Custodian") to safeguard Client assets and authorize DFA to direct trades to the Custodian as agreed upon in the investment advisory agreement. Furthermore, DFA does not have the discretionary authority to negotiate commissions on behalf of its Clients on a trade-by-trade basis.

While DFA does not exercise discretion over the selection of the Custodian, it may recommend the Custodian to Clients for custody and execution services. Clients are not obligated to use the Custodian recommended by the Advisor and will not incur any extra fee or cost associated with using a broker-dealer/custodian not recommended by DFA. However, the Advisor may be limited in the services it can provide if the recommended Custodian is not engaged. DFA may recommend the Custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, its reputation, and/or location of the Custodian's offices. The Advisor typically recommends that Clients establish their account[s] at Charles Schwab & Co., Inc. ("Schwab"). Schwab is a FINRA-registered broker-dealer and member SIPC, which will serve as a "qualified custodian." Schwab offers to independent investment Advisors services, which include custody of securities, trade execution, clearance and settlement of transactions. Advisor receives some benefits from Schwab through its participation in the program. Please see the disclosure under Item 14 below. Following are additional details regarding the brokerage practices of the Advisor:

1. Soft Dollars – Soft dollars are revenue programs offered by broker-dealers/custodians whereby an advisor enters into an agreement to place security trades with a broker-dealer/custodian in exchange for research and other services. DFA does not participate in soft dollar programs sponsored or offered by any broker-dealer/custodian. However, the Advisor receives certain economic benefits from the Custodian. Please see Item 14 below.

2. Brokerage Referrals – DFA does not receive any compensation from any third party in connection with the recommendation for establishing an account.

3. Directed Brokerage – All Clients are serviced on a "directed brokerage basis," where DFA will place trades within the established account[s] at the Custodian designated by the Client. Furthermore, all Client accounts are traded within their respective brokerage account[s]. Clients are advised that not all Advisors require the Client to direct brokerage to one Custodian. The Advisor will not engage in any principal transactions (i.e., trade of any

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]). DFA will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the Custodian. The Advisor may not be able to aggregate orders to reduce transaction costs in a Client directed brokerage account.

B. Aggregating and Allocating Trades

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of the order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the Custodian. DFA will execute its transactions through the Custodian as authorized by the Client. DFA may aggregate orders in a block trade or trades when securities are purchased or sold through the Custodian for multiple (discretionary) accounts in the same trading day. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage any particular Client accounts.

Item 13 – Review of Accounts

A. Frequency of Reviews

Securities in Client accounts are monitored on a regular and continuous basis Mr. DeVore. Formal reviews are generally conducted at least annually or more frequently depending on the needs of the Client. Financial plans are reviewed upon request by the Client.

B. Causes for Reviews

In addition to the investment monitoring noted in Item 13A., each Client account shall be reviewed at least annually. Reviews may be conducted more frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account[s]. The Client is encouraged to notify DFA if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic or political events.

C. Review Reports

The Client will receive brokerage statements no less than quarterly from the Custodian. These brokerage statements are sent directly from the Custodian to the Client. The Client may also establish electronic access to the Custodian's website so that the Client may view these reports and their account activity. Client brokerage statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance. Upon request, the Advisor will provide the Client with a report about the Client's financial plan.

Item 14 – Client Referrals and Other Compensation

A. Compensation Received by DFA

DFA may refer Clients to various unaffiliated, non-advisory professionals (e.g. attorneys, accountants, estate planners) to provide certain financial services necessary to meet the goals of its Clients. Likewise, DFA may receive non-compensated referrals of new Clients from various third-parties.

Participation in Institutional Advisor Platform

DFA has established an institutional relationship with Schwab through its "Schwab Advisor Services" unit, a division of Schwab dedicated to serving independent advisory firms like DFA. As a registered investment advisor participating on the Schwab Advisor Services platform, DFA receives access to software and related support without cost because the Advisor renders investment management services to Clients that

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

maintain assets at Schwab.

Services that Benefit the Client – Schwab’s institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of Client’s funds and securities. Through Schwab, the Advisor may be able to access certain investments and asset classes that the Client would not be able to obtain directly or through other sources. Furthermore, the Advisor may be able to invest in certain mutual funds and other investments without having to adhere to investment minimums that might be required if the Client were to directly access the investments.

Services that May Indirectly Benefit the Client – Schwab provides participating advisors with access to technology, research, discounts and other services. In addition, the Advisor receives duplicate statements for Client accounts, the ability to deduct advisory fees, trading tools, and back office support services as part of its relationship with Schwab. These services are intended to assist the Advisor in effectively managing accounts for its Clients, but may not directly benefit all Clients.

Services that May Only Benefit the Advisor – Schwab also offers other services to DFA that may not benefit the Client, including: educational conferences and events and discounts for various service providers. Access to these services create a financial incentive for the Advisor to recommend Schwab, which results in a conflict of interest. DFA believes, however, that the selection of Schwab as Custodian is in the best interests of its Clients.

B. Client Referrals from Solicitors

DFA does not engage paid solicitors for Client referrals.

Item 15 – Custody

DFA does not accept or maintain custody of any Client accounts, except for the authorized deduction of the Advisor’s fees. Please see Item 5B. – Fee Billing for a description of the safeguards that have been adopted for the authorized deduction of the Advisor’s fees. All Clients must place their assets with a “qualified custodian.” Clients are required to engage the Custodian to retain their funds and securities and direct DFA to utilize that Custodian for the Client’s security transactions. Clients should review statements provided by the Custodian and compare to any reports provided by DFA to ensure accuracy, as the Custodian does not perform this review. For more information about custodians and brokerage practices, see Item 12 – Brokerage Practices.

Item 16 – Investment Discretion

DFA generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by DFA. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client’s execution of an investment advisory agreement containing all applicable limitations to such authority. All discretionary trades made by DFA will be in accordance with each Client’s investment objectives and goals.

Item 17 – Voting Client Securities

DFA does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting. Clients may contact the Advisor at (760) 822-2669 with any questions.

Item 18 – Financial Information

Neither DFA nor its management have any adverse financial situations that would reasonably impair the ability of DFA to meet all obligations to its Clients. Neither DFA nor any of its owners, have been subject to a bankruptcy or financial compromise. DFA is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect advance fees of \$500 or more for services to be performed six months or more in the future.

Item 19 – Requirements for State Registered Advisors

A. Educational Background and Business Experience of Principal Officers

The Principal Officers of DFA are Laura T. DeVore (President) and Brenton L. DeVore (Chief Investment Officer and Chief Compliance Officer). Information regarding the formal education and background of the Principal Officers are included in Item 2 – Educational Background and Business Experience of each Part 2B below.

B. Other Business Activities of Principal Officers

Insurance Affiliation

Ms. DeVore is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Ms. DeVore's role with DFA. As an insurance professional, Ms. DeVore will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Ms. DeVore is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Ms. DeVore or the Advisor. Ms. DeVore spends less than 10% of his business time on this business activity.

Police Officer

Mr. DeVore is also a full-time Police Sergeant for the City of San Diego.

C. Performance Fee Calculations

DFA does not charge performance-based fees for its investment advisory services. The fees charged by DFA are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client.

D. Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding DFA or its Principal Officers. Neither DFA nor its Principal Officers have ever been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against DFA or its Principal Officers.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. As previously noted, there are no legal, civil or disciplinary events to disclose regarding DFA or its Principal Officers.

E. Material Relationships with Issuers of Securities

Neither DFA nor its Principal Officers have any relationships or arrangements with issuers of securities.

Form ADV Part 2B – Brochure Supplement

for

**Laura T. DeVore
President**

Effective: February 23, 2021

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Laura T. DeVore (CRD# 1690517) in addition to the information contained in the DeVore Financial Advisors LLC (“DFA” or the “Advisor”, CRD# 306110) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the DFA Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (760) 822-2669.

Additional information about Ms. DeVore is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with her full name or her Individual CRD# 1690517.

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

Item 2 – Educational Background and Business Experience

Laura T. DeVore, born in 1960, is dedicated to advising Clients of DFA as its President. Ms. DeVore earned a B.S. in Business Administration from California State University - Long Beach in 1985. Additional information regarding Ms. DeVore's employment history is included below.

Employment History:

President, DeVore Financial Advisors LLC	10/2019 to Present
Financial Advisor, Apriem Advisors	04/2018 to 10/2019
Not Employed	07/2017 to 04/2018
VP, Financial Consultant, Fidelity Brokerage Services, LLC	11/2010 to 06/2017

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Ms. DeVore. Ms. DeVore has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Ms. DeVore.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. **As previously noted, there are no legal, civil or disciplinary events to disclose regarding Ms. DeVore.**

However, the does encourage you to independently view the background of Ms. DeVore on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with her full name or her Individual CRD# 1690517.

Item 4 – Other Business Activities

Insurance Agency Affiliations

Ms. DeVore is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Ms. DeVore's role with DFA. As an insurance professional, Ms. DeVore will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Ms. DeVore is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Ms. DeVore or the Advisor. Ms. DeVore spends less than 10% of her time per month in this capacity.

Item 5 – Additional Compensation

Ms. DeVore has additional business activities where compensation is received that are detailed in Item 4 above.

Item 6 – Supervision

Ms. DeVore serves as the President of DFA and is supervised by Brenton DeVore, the Chief Compliance Officer. Mr. DeVore can be reached at (760) 525-4472.

DFA has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of DFA. Furthermore, DFA is subject to regulatory oversight by various agencies. These agencies require registration by DFA and its Supervised Persons. As a registered entity, DFA is subject to examinations by regulators, which may be announced or unannounced. DFA is required to

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Item 7 – Requirements for State Registered Advisors

A. Arbitrations and Regulatory Proceedings

State regulations require disclosure if any Supervised Person of the Advisor is subject to:

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

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

Ms. DeVore does not have any information to disclose.

B. Bankruptcy

If a supervised person has been the subject of a bankruptcy petition, that fact and the details must be disclosed.

Ms. DeVore does not have any information to disclose.

Form ADV Part 2B – Brochure Supplement

for

**Brenton L. DeVore
Chief Investment Officer and Chief Compliance Officer**

Effective: February 23, 2021

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Brenton L. DeVore (CRD# 2508056) in addition to the information contained in the DeVore Financial Advisors LLC (“DFA” or the “Advisor”, CRD# 306110) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the DFA Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (760) 525-4472.

Additional information about Mr. DeVore is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 2508056.

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

Item 2 – Educational Background and Business Experience

Brenton L. DeVore, born in 1968, is dedicated to advising Clients of DFA as the Chief Investment Officer and Chief Compliance Officer. Mr. DeVore earned a Degree in Administration of Justice with High Honors from Miramar College in 2013. Mr. DeVore also earned an AAMS Certificate from the College for Financial Planning in 2002. Additional information regarding Mr. DeVore's employment history is included below.

Employment History:

Chief Investment Officer and Chief Compliance Officer, DeVore Financial Advisors LLC	10/2019 to Present
Police Sergeant, City of San Diego	07/2009 to Present

*For further information regarding Brenton DeVore's experience in the financial services industry, please visit the SEC's website at www.adviserinfo.sec.gov by searching with Mr. DeVore's name or CRD#2508056.

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mr. DeVore. Mr. DeVore has never been involved in any regulatory, civil or criminal action. There have been no lawsuits, arbitration claims or administrative proceedings against Mr. DeVore.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. **As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. DeVore.**

However, the Advisor does encourage you to independently view the background of Mr. DeVore on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 2508056.

Item 4 – Other Business Activities

Police Officer

Mr. DeVore is also a full-time Police Sergeant for the City of San Diego.

Item 5 – Additional Compensation

Mr. DeVore has additional business activities where compensation is received that are detailed in Item 4 above.

Item 6 – Supervision

Mr. DeVore serves as the Chief Investment Officer and Chief Compliance Officer of DFA. Mr. DeVore can be reached at (760) 525-4472.

DFA has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of DFA. Furthermore, DFA is subject to regulatory oversight by various agencies. These agencies require registration by DFA and its Supervised Persons. As a registered entity, DFA is subject to examinations by regulators, which may be announced or unannounced. DFA is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Item 7 – Requirements for State Registered Advisors

A. Arbitrations and Regulatory Proceedings

State regulations require disclosure if any Supervised Person of the Advisor is subject to:

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

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

Mr. DeVore does not have any disclosures to make regarding this Item.

B. Bankruptcy

If a Supervised Person has been the subject of a bankruptcy petition, that fact and the details must be disclosed.

Mr. DeVore does not have any disclosures to make regarding this Item.

Privacy Policy

Effective: **February 23, 2021**

Our Commitment to You

DeVore Financial Advisors LLC (“DFA” or the “Advisor”) is committed to safeguarding the use of personal information of our Clients (also referred to as “you” and “your”) that we obtain as your Investment Advisor, as described here in our Privacy Policy (“Policy”).

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. DFA (also referred to as “we,” “our” and “us”) protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

DFA does not sell your non-public, personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal, non-public information is collected and used are set forth in this Policy.

Why you need to know?

Registered Investment Advisors (“RIAs”) must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

What information do we collect from you?

Driver’s license number	Date of birth
Social security or taxpayer identification number	Assets and liabilities
Name, address and phone number[s]	Income and expenses
E-mail address[es]	Investment activity
Account information (including other institutions)	Investment experience and goals

What Information do we collect from other sources?

Custody, brokerage and advisory agreements	Account applications and forms
Other advisory agreements and legal documents	Investment questionnaires and suitability documents
Transactional information with us or others	Other information needed to service account

How do we protect your information?

To safeguard your personal information from unauthorized access and use we maintain physical, procedural and electronic security measures. These include such safeguards as secure passwords, encrypted file storage and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Client’s personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.

DeVore Financial Advisors LLC
1260 San Elijo Road North, San Marcos, CA 92078
Phone: (760) 822-2669
<http://devorefa.com>

How do we share your information?

An RIA shares Client personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
<p>Servicing our Clients We may share non-public, personal information with non-affiliated third parties (such as administrators, brokers, custodians, regulators, credit agencies, other financial institutions) as necessary for us to provide agreed upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.</p>	Yes	No
<p>Marketing Purposes DFA does not disclose, and does not intend to disclose, personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where DFA or the client has a formal agreement with the financial institution. We will only share information for purposes of servicing your accounts, not for marketing purposes.</p>	No	Not Shared
<p>Authorized Users Your non-public, personal information may be disclosed to you and persons that we believe to be your authorized agent[s] or representative[s].</p>	Yes	Yes
<p>Information About Former Clients DFA does not disclose and does not intend to disclose non-public, personal information to non-affiliated third parties with respect to persons who are no longer our Clients.</p>	No	Not Shared

State-specific Regulations

California	In response to a California law, to be conservative, we assume accounts with California addresses do not want us to disclose personal information about you to non-affiliated third parties, except as permitted by California law. We also limit the sharing of personal information about you with our affiliates to ensure compliance with California privacy laws.
------------	--

Changes to our Privacy Policy

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically, we may revise this Policy and will provide you with a revised Policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public, personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

Any Questions?

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting us at (760) 822-2669.