

## **Connolly Financial Advisors, LLC**

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CONNOLLY FINANCIAL ADVISORS, LLC

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**Disclosure statement: This brochure provides information about the qualifications and business practices of Thomas J Connolly and Connolly Financial Advisors, LLC. If you have any questions about the contents of this brochure, please contact me at [tjc@theconnollyfinancialadvisors.com](mailto:tjc@theconnollyfinancialadvisors.com) or at (917) 940-9597.**

**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 Thomas J. Connolly and Connolly Financial Advisors, LLC, is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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*History and nature of the Connolly Financial Advisors, LLC Investment Advisory Business*

Connolly Financial Advisors, LLC (“CFALLC”) offers investment related advisory services for individuals and families.

The services offered by CFALLC include investment portfolio performance reviews, advising on matters of appropriate investment selection, on designing and building the portfolio that most effectively meets the person’s or families’ financial and life profile, making securities recommendations for investment or disposal, undertaking discretionary trading within client owned investment accounts, and the monthly distribution of a subscription based newsletter that covers historical and emerging market trends, the outlook for economic growth, and other matters pertaining to the risks and rewards of investing.

The Connolly Financial Advisors’ Investment Advisory business is conducted through signed client engagement letters that define the specific terms of engagement, including: project scope, communication expectations, client responsibilities, project deliverables, report timing, and the fees to be charged for the services rendered. Fees are either fixed in amount at the beginning of the engagement, variable based on changes in portfolio asset values, or based on hours worked at a pre-defined rate per hour.

Each client engagement begins by establishing a solid client profile that is developed through a detailed interview process. Understanding the client’s goals, risk preferences and tolerances, their stage in life, existing and future obligations, current asset and income factors and expected changes to that profile, as well as the needs arising from children and/or aging parents, are all critical aspects to the development of an investment plan that strives to meet the outcomes desired by the client. This personal approach is the cornerstone of the Connolly Financial Advisors service platform.

Thomas J. Connolly is the sole owner of Connolly Financial Advisors, LLC. His experience includes investing across the spectrum of financial assets, including stocks, bonds, options, futures, currencies and commodities. His investment advice and decisions are based on analysis of the economy and the securities markets that have been developed during more than 30 years of active research and investing. In addition to his experience in the investing world, Mr. Connolly has developed a broad understanding of business, inclusive of corporate merger and acquisition activities, through his executive roles in industry and consulting. He has served as the Managing Partner for the Ernst & Young (“EY”) Northeastern United States Transaction Advisory Service Practice (2010 – 2013), as the Global Transaction Service leader for EY’s Media and Entertainment Industry Transaction Advisory Services Practice (2007- 2015), as Sony Music’s Global Head of Business Development (2001-2003), and as the Chief Financial Officer of Sony’s U.S. based investment subsidiary 550 Digital Media Ventures (1998-2001). Mr. Connolly is a Certified Public Accountant, holds a Master’s Degree in Finance from Columbia University and a Bachelor’s Degree in Accounting from the State University of New York at Albany. Mr. Connolly has successfully passed the North America Securities Administrators Association Uniform Investment Adviser Law Examination qualifying him to apply for registration through the United States Securities and Exchange Commission as a State Registered Investment Adviser.

CFALLC was formed as a limited liability corporation in 2004. Between 2004 and 2007, CFALLC provided corporate consulting services that addressed organizational and internal operational matters. Between

2007 and 2016, the company was inactive given the executive roles undertaken by Thomas J. Connolly as a Partner with Ernst & Young.

### Fees and Compensation

The Connolly Financial Advisors' engagement fees for investment advisory services are calculated based on either a time and materials basis, a fixed fee basis, or a variable fee basis. The monthly newsletter fee is based on an annual subscription model.

The **time and material fees** are computed based on the number of hours worked multiplied by an engagement specific agreed hourly rate, plus out-of-pocket expenses incurred for travel or other incidental needs. Presently, the per hourly rate is \$250 per hour, and is subject to change based on market factors. Client engagements that typically utilize this fee structure include recurring small to mid-sized projects that involve counseling on investment ideas, high-level reviews of portfolio composition with a critique of the effectiveness of the portfolio in meeting the client's objectives, and general advice on market activity based on CFALLC's ongoing economic, fundamental and technical market analyses.

The **fixed fee** arrangements are based on the scope parameters of the individual engagement and are agreed with the client prior to the commencement of the engagement. Projects that typically utilize the fixed fee structure often involve greater depth of analysis and research, often involving portfolio performance assessments based on a multi-year review of client investment activity and related results. In-depth written reports to the client that include the results of the analysis and recommendations to restructure/rebalance portfolios to better meet client goals, with specific asset classes and identified securities to be acquired or disposed of, are typical of the character of these types of engagements.

**Variable based fees** govern those engagements where the client meets high net worth qualifications and provides Thomas J. Connolly with access to and discretionary trading authority over their brokerage account (a power of attorney for account trading authorization must be executed). Fees for this service are based on a percentage of the asset values at the start of the engagement, with the asset fee percentage rate subject to increase based on the change in the value of the account compared to the change in a defined performance index (the S&P 500 Index for example). The minimum period of discretionary trading authority and fee measurement is one year. The base percentage rate fee is 1% of the account value at the commencement of the engagement for accounts with beginning assets of \$500,000 or more (note the minimum annual base dollar fee for accounts under \$500,000 is \$5,000). The base asset fee percentage rate of 1% will increase by two-tenths of one percent of the account's growth rate above the index growth rate. Should the client portfolio return be less than 2.50% for the measurement period, the fee is capped at the 1% level even if the portfolio outperforms the Index. The exhibit table below provides an example of this variable fee structure.

The **monthly newsletter** is distributed within the month of publication to subscribers for a fee of \$250 per annum for twelve consecutive monthly issues. Promotional discounts for the newsletter may from time-to-time be offered to new subscribers.

<b>CONNOLLY FINANCIAL ADVISORS VARIABLE BASED PERFORMANCE FEE EXAMPLE</b>							
	<b>Beginning Portfolio Value</b>		\$1,000,000				
	<b>Base Asset Fee Percentage</b>		1.00%				
	<b>Base Annual fee</b>		\$10,000				
	<b>Incentive Trigger</b>		2.50%				
<b>Client</b>	<b>Client</b>		<b>Fee Schedule based on Portfolio return vs the S&amp;P 500</b>				
<b>Ending</b>	<b>Portfolio</b>						
<b>Portfolio</b>	<b>Percentage</b>		<b>S&amp;P 500 Return and Performance Rate Grid</b>				
<b>Value</b>	<b>Change</b>	<b>S&amp;P</b>	<b>-10%</b>	<b>-5%</b>	<b>0%</b>	<b>5%</b>	<b>10%</b>
\$950,000	-5.0%		1.00%	1.00%	1.00%	1.00%	1.00%
\$1,000,000	0.0%		1.00%	1.00%	1.00%	1.00%	1.00%
\$1,050,000	5.0%		3.50%	2.50%	1.50%	1.00%	1.00%
\$1,100,000	10.0%		4.50%	3.50%	2.50%	1.50%	1.00%
			<b>Adjusted Annual Dollar Fee based on Performance</b>				
\$950,000	-5.0%		\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
\$1,000,000	0.0%		\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
\$1,050,000	5.0%		\$35,000	\$25,000	\$15,000	\$10,000	\$10,000
\$1,100,000	10.0%		\$45,000	\$35,000	\$25,000	\$15,000	\$10,000

THIS TABLE IS FOR DEMONSTRATION PURPOSES ONLY AND IS NOT INTENDED TO INDICATE FUTURE PERFORMANCE THAT MAY BE REALIZED BY CLIENTS OF CFALLC

Payment of Fees

Fees are payable in accordance with the agreed engagement terms, but do not include advance prepaid fees, other than fees for the newsletter which requires the full annual payment in advance of distribution of the initial monthly newsletter.

Types of Clients

The CFALLC Investment Advisory services are offered to individuals and families that are seeking to better understand the investment environment and the performance of their invested assets. The Advisory services offered are intended to help them make choices that maximize their effectiveness in allocating investment capital to securities that align with their objectives and goals.

Methods of Analysis, Investment Strategies and Risk of Loss

CFALLC performs market based technical and fundamental analyses that are designed to identify investment opportunities that have the potential of providing returns that enable discreet portfolios to out-perform the market. The technical analyses incorporate historical comparisons of trends of key market components such as equity indexes, trading volumes, advancing vs declining issues, companies making new price highs and lows, movements in interest rates, the changing nature of the interest rate yield curve, relative purchasing power of currencies, the use of volatility measures computed based on mathematical and statistical standards, including the use of standard deviations from the mean, oscillators of strength and weakness, and moving averages. These analyses, many of which are proprietary to CFALLC, are performed on a daily, weekly and monthly basis.

The directional information derived from technical analysis provides only one leg of the stool that defines the recommendations, decisions and strategies offered by CFALLC. Another aspect that must align with the technical direction of the financial markets to yield the type of quality advice that CFALLC seeks to provide is the fundamental operating performance and relative value of investment alternatives available in the market. A key contributor to the formulation of equity recommendations is a proprietary portfolio of 187 companies. Each of these companies are assessed based on price earnings relationships, cash flow generation, cash flow growth projected into the future, operating and profit margins, balance sheet strength, net debt to market value, enterprise value to earnings before interest, taxes, depreciation, and amortization ("EBITDA), dividend yield, and current market value to discounted cash flow value. Incorporating these attributes in discreet company analysis identifies the strongest and weakest performers, while blending their attributes together to form a single security/market measure that enables historic comparisons of relative value of the complete portfolio to better identify meaningfully overvalued or undervalued market conditions and the changing conditions that may present unique investment opportunities.

Economic analysis is another key component of the CFALLC approach. A database of economic trends covering 30 years of activity is assessed weekly to identify underlying changes that may impact future strength or weakness in various sectors of the market as well as in the overall economy. The key variables are grouped into major components as either Economic factors, Money factors, Interest Rate factors, or Foreign Exchange factors. These factors are weighted to develop a composite view of the overall direction of the United States economy. There are 58 variables that are updated regularly and contrasted with their historic growth rates over time, as well as testing their continued correlations to other economic factors that help to develop leading indicators of change.

The data and analyses utilized are designed to identify investment opportunities while also highlighting risks in the marketplace. It is not uncommon for this approach to cause CFALLC to be early in identifying changes in the trend of the economy and the financial markets. Managing the timing of investment decisions then becomes critical, for being right about the future direction of the market is not always the best way to enhance and maximize returns on invested capital if the investment timing is wrong. Timing is a critical component of investing success, and becomes the final leg of providing successful investment advisory services. Bringing together the technical and fundamental factors provides a strong base from which to define the positions to be taken when the right time presents itself. It is the view of CFALLC that it is close to impossible to time the market, but that the most effective timing is very much influenced by identifying the tone of the market, the emotional temperature of money flows moving

into or out of the market as influenced by broad macro-factors such as political dynamics and governmental regulatory decisions. These observable factors coupled with the intangible factors of the markets participants' tone and emotion all come together to form the basis of investment decisions and recommendations made by Thomas J. Connolly and Connolly Financial Advisors, LLC.

Thomas J. Connolly, as the sole owner and adviser of CFALLC, focuses on the strategy that best fits the goals and objectives of each individual client. Short-term (30 days or less), mid-term (up to one year), and long-term investing plans, as desired by the client, are formulated based on the specific account profile and the client's documented objectives. The use of varying investment styles are incorporated, including Tactical Asset allocation (repositioning of the portfolio as market and economic dynamics cause sectors or asset classes to be more or less favored), Strategic Asset allocation that adheres to a longer term horizon without active repositioning in response to current market movements (maintaining a core position of securities for the long-term), and Active Management (relatively frequent modifications to the portfolio to take advantage of market events and timing).

Regarding the risks that are evident in the actions that may be undertaken, after considering the analyses and input discussed above, it must be understood that there is risk with any investment endeavor, yet the highest degree of risk that is employed for clients that are comfortable with such level of risk exists with the use of options and futures within the discretionary investment service. These financial instruments may serve as hedges of existing investments within the portfolio, thereby reducing risk within the portfolio, or they may be purely speculative in nature which poses the greatest level of risk in the pursuit of above market returns. When trading speculative positions, the time a position is held may be minutes to hours to days. The goal is to capture market mispricing that typically is corrected by other market participants within a short time period. CFALLC is experienced in this area, but given the higher degree of risk with these securities, CFALLC will not engage in this speculative trading activity without prior written authorization, and then only for clients who have: (1) the depth of financial knowledge that demonstrates a clear understanding of these financial instruments; and (2), it is evident that the client possesses the level of financial net worth that would minimize the impact to the overall asset base from the potential higher risk of loss from holding these type of speculative investment products.

### Conflicts of Interest

Every client engagement that is considered for acceptance undergoes a review to identify any potential or actual conflicts of interest between the client, the services to be provided, the assets to be recommended or managed, and the investment holdings or relationships held by Thomas J. Connolly. Any conflicts or potential known conflicts of interest that exist at the time of engagement or that arise during the engagement will be communicated to the client and a signed waiver will be executed promptly, or the engagement will be terminated by mutual agreement between the client and CFALLC.

It is important to note that advice given to or trading activities done on behalf of clients by CFALLC and Thomas J. Connolly may duplicate investment holdings held personally by Thomas J. Connolly. For each client, a full disclosure will be made in advance of any instance where there is any overlap between the advice provided or actions to be taken where Thomas J. Connolly has a corresponding personal interest in the same security. This forward-looking commitment of prompt disclosure prior to executing any

trade on behalf of a client or in accepting any advisory engagement does not include the daily reporting of investing activities in the Futures, Commodities and Currency Markets. It is to be understood that at all-times it will be assumed that there are positions held by Thomas J. Connolly in the S&P e-mini futures contract and in various currency and commodity instruments. On a weekly basis, for active client engagements, CFALLC will report to each client the type of Futures, Currency and Commodity positions that were traded in Thomas J. Connolly's personal account during the week and the open positions held in his personal account at the close of the week (after the markets close on each Friday).

No other known pre-engagement potential areas of conflict of interest exist.