

**FORM ADV**

**Uniform Application for Investment Adviser Registration**

**Part II - Page 1**

Name of Investment Adviser: <b>Robert V. Horowitz, LLC</b>				
Address: (Number and Street) <b>300 Tamal Plaza, Suite 180</b>	(City) <b>Corte Madera</b>	(State) <b>CA</b>	(Zip Code) <b>94925</b>	Area Code: Telephone Number: <b>( 415) 927-7871</b>

**This part of Form ADV gives information about the investment adviser and its business for the use of clients.  
The information has not been approved or verified by any governmental authority.**

**Table of Contents**

<u>Item Number</u>	<u>Item</u>	<u>Page</u>
1	Advisory Services and Fees . . . . .	2
2	Types of Clients . . . . .	2
3	Types of Investments . . . . .	3
4	Methods of Analysis, Sources of Information and Investment Strategies . . . . .	3
5	Education and Business Standards . . . . .	4
6	Education and Business Background . . . . .	4
7	Other Business Activities . . . . .	4
8	Other Financial Industry Activities or Affiliations . . . . .	4
9	Participation or Interest in Client Transactions . . . . .	5
10	Conditions for Managing Accounts . . . . .	5
11	Review of Accounts . . . . .	5
12	Investment or Brokerage Discretion . . . . .	6
13	Additional Compensation . . . . .	6
14	Balance Sheet . . . . .	6
	Continuation Sheet . . . . .	Schedule F
	Balance Sheet, if required. . . . .	Schedule G

(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

**Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

Applicant: <b>Robert V. Horowitz, LLC</b>	SEC File Number: 801-	Date: <b>08/15/2003</b>
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**1. A. Advisory Services and Fees.** (check the applicable boxes)

For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)

**Applicant:**

- (1) Provides investment supervisory services . . . . . 90%
- (2) Manages investment advisory accounts not involving investment supervisory services . . . . .     %
- (3) Furnishes investment advice through consultations not included in either service described above . . . . . 10%
- (4) Issues periodicals about securities by subscription . . . . .     %
- (5) Issues special reports about securities not included in any service described above . . . . .     %
- (6) Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities . . . . .     %
- (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities . . . . .     %
- (8) Provides a timing service . . . . .     %
- (9) Furnishes advice about securities in any manner not described above . . . . .     %

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

B. Does applicant call any of the services it checked above financial planning or some similar term? . . . . .  Yes  No

C. Applicant offers investment advisory services for: (check all that apply)

- (1) A percentage of assets under management  (4) Subscription fees
- (2) Hourly charges  (5) Commissions
- (3) Fixed fees (not including subscription fees)  (6) Other

D. For each checked box in A above, describe on Schedule F:

- I the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- I applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- I when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date

**2. Types of clients** - Applicant generally provides investment advice to: (check those that apply)

- A. Individuals  E. Trusts, estates, or charitable organizations
- B. Banks or thrift institutions  F. Corporations or business entities other than those listed above
- C. Investment companies  G. Other (describe on Schedule F)
- D. Pension and profit sharing plans

Applicant:

Robert V. Horowitz, LLC

SEC File Number:

801-

Date:

08/15/2003

**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> A. Equity securities<br><input checked="" type="checkbox"/> (1) exchange-listed securities<br><input checked="" type="checkbox"/> (2) securities traded over-the-counter<br><input checked="" type="checkbox"/> (3) foreign issues<br><br><input checked="" type="checkbox"/> B. Warrants<br><br><input checked="" type="checkbox"/> C. Corporate debt securities<br>(other than commercial paper)<br><br><input checked="" type="checkbox"/> D. Commercial paper<br><br><input checked="" type="checkbox"/> E. Certificates of deposit<br><br><input checked="" type="checkbox"/> F. Municipal securities<br><br>G. Investment company securities:<br><input checked="" type="checkbox"/> (1) variable life insurance<br><input checked="" type="checkbox"/> (2) variable annuities<br><input checked="" type="checkbox"/> (3) mutual fund shares | <input checked="" type="checkbox"/> H. United States government securities<br><br>I. Options contracts on:<br><input checked="" type="checkbox"/> (1) securities<br><input checked="" type="checkbox"/> (2) commodities<br><br>J. Futures contracts on:<br><input checked="" type="checkbox"/> (1) tangibles<br><input checked="" type="checkbox"/> (2) intangibles<br><br>K. Interests in partnerships investing in:<br><input checked="" type="checkbox"/> (1) real estate<br><input checked="" type="checkbox"/> (2) oil and gas interests<br><input type="checkbox"/> (3) other (explain on Schedule F)<br><br><input type="checkbox"/> L. Other (explain on Schedule F) |
|--|--|

**4. Methods of Analysis, Sources of Information, and Investment Strategies.**

## A. Applicant's security analysis methods include: (check those that apply)

- |   |  |
|---|--|
| (1) <input checked="" type="checkbox"/> Charting    | (4) <input checked="" type="checkbox"/> Cyclical           |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input type="checkbox"/> Other (explain on Schedule F) |
| (3) <input checked="" type="checkbox"/> Technical   |  |

## B. The main sources of information applicant uses include: (check those that apply)

- |   |  |
|---|--|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines    | (5) <input type="checkbox"/> Timing services   |
| (2) <input checked="" type="checkbox"/> Inspections of corporate activities   | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the<br>Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input checked="" type="checkbox"/> Company press releases   |
| (4) <input checked="" type="checkbox"/> Corporate rating services             | (8) <input type="checkbox"/> Other (explain on Schedule F)   |

## C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- |  |   |
|--|---|
| (1) <input checked="" type="checkbox"/> Long term purchases<br>(securities held at least a year) | (5) <input checked="" type="checkbox"/> Margin transactions   |
| (2) <input checked="" type="checkbox"/> Short term purchases<br>(securities sold within a year)  | (6) <input checked="" type="checkbox"/> Option writing, including covered options,<br>uncovered options or spreading strategies |
| (3) <input checked="" type="checkbox"/> Trading (securities sold within 30 days)                 | (7) <input type="checkbox"/> Other (explain on Schedule F)  |
| (4) <input checked="" type="checkbox"/> Short sales  |   |

Applicant: <b>Robert V. Horowitz, LLC</b>	SEC File Number: 801-	Date: <b>08/15/2003</b>
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**5. Education and Business Standards.**

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients? . . . . .  Yes  No

(If yes, describe these standards on Schedule F.)

**6. Education and Business Background.**

For:

- ! each member of the investment committee or group that determines general investment advice to be given to clients, or
- ! if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- ! each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- |                 |  |
|-----------------|--|
| ! name          | ! formal education after high school               |
| ! year of birth | ! business background for the preceding five years |

**7. Other Business Activities.** (check those that apply)

- A. Applicant is actively engaged in a business other than giving investment advice.
- B. Applicant sells products or services other than investment advice to clients.
- C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

**8. Other Financial Industry Activities or Affiliations.** (check those that apply)

- A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
 

<input type="checkbox"/> (1) broker-dealer	<input type="checkbox"/> (7) accounting firm
<input type="checkbox"/> (2) investment company	<input type="checkbox"/> (8) law firm
<input type="checkbox"/> (3) other investment adviser	<input type="checkbox"/> (9) insurance company or agency
<input type="checkbox"/> (4) financial planning firm	<input type="checkbox"/> (10) pension consultant
<input type="checkbox"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant	<input type="checkbox"/> (11) real estate broker or dealer
<input type="checkbox"/> (6) banking or thrift institution	<input type="checkbox"/> (12) entity that creates or packages limited partnerships

(For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest?.....  Yes  No

(If yes, describe on Schedule F the partnerships and what they invest in.)

Applicant: <b>Robert V. Horowitz, LLC</b>	SEC File Number: 801-	Date: <b>08/15/2003</b>
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**9. Participation or Interest in Client Transactions.**

Applicant or a related person: (check those that apply)

- A. As principal, buys securities for itself from or sells securities it owns to any client.
- B. As broker or agent effects securities transactions for compensation for any client.
- C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures, or disclosures are used for conflicts of interest in those transactions.)

**10. Conditions for Managing Accounts.** Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services *and* impose a minimum dollar value of assets or other conditions for starting or maintaining an account? . . . . .

Yes  No

(If yes, describe on Schedule F.)

**11. Review of Accounts.** If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:

A. Describe below the reviews and reviewers of the accounts. **For reviews**, include their frequency, different levels, and triggering factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

**1. Investment Supervisory Services: All investment supervisory accounts are normally reviewed weekly. Additionally accounts are reviewed with any addition or withdrawal of funds greater than \$5,000. Further all accounts are reviewed after significant market movements as determined by Robert Horowitz. All reviews are conducted by Robert Horowitz, CFA, Principal of Robert V. Horowitz, LLC.**

**2. Non-supervisory consulting clients: Reviews are held at client's discretion and initiative. Robert V. Horowitz, LLC recommends clients schedule a review at least annually, whenever there is a material change in net worth or a clients experiences a significant life event such as the birth of a child, retirement or employment interruption. All reviews are conducted by Robert Horowitz.**

B. Describe below the nature and frequency of regular reports to clients on their accounts.

**Robert V Horowitz, LLC. sends reports detailing the market value of all investments in investment supervisory accounts to clients on a quarterly basis. Fidelity investments sends accounts statements directly to clients on a monthly basis.**

Applicant: <b>Robert V. Horowitz, LLC</b>	SEC File Number: 801-	Date: <b>08/15/2003</b>
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**12. Investment or Brokerage Discretion.**

- A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:
- |   |                                     |                                     |
|---|-------------------------------------|-------------------------------------|
| (1) securities to be bought or sold? .....                | Yes                                 | No                                  |
|   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| (2) amount of the securities to be bought or sold ? ..... | Yes                                 | No                                  |
|   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| (3) broker or dealer to be used ? .....                   | Yes                                 | No                                  |
|   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| (4) commission rates paid? .....                          | Yes                                 | No                                  |
|   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

- B. Does applicant or a related person suggest brokers to clients? .....
- |  |                                     |                          |
|--|-------------------------------------|--------------------------|
|  | Yes                                 | No                       |
|  | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- I the products, research and services
- I whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- I whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- I any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products and research services received.

**13. Additional Compensation.**

Does the applicant or a related person have any arrangements, oral or in writing, where it:

- |   |                          |                                     |
|---|--------------------------|-------------------------------------|
| A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients? ..... | Yes                      | No                                  |
|   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| B. directly or indirectly compensates any person for client referrals? .....  | Yes                      | No                                  |
|   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

(For each yes, describe the arrangements on Schedule F.)

**14. Balance Sheet.** Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- I has custody of client funds or securities; or
  - I requires prepayment of more than \$500 in fees per client and 6 or more months in advance
- |  |                          |                                     |
|--|--------------------------|-------------------------------------|
| Has applicant provided a Schedule G balance sheet? ..... | Yes                      | No                                  |
|  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

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

Applicant: Robert V. Horowitz, LLC	SEC File Number: 801-	Date: 08/15/2003
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:  Robert V. Horowitz, LLC	IRS Empl. Ident. No.: 14 - 1887909								
Item of Form (identify)	Answer								
Page 2 Question 1 Sections C, D Fees	<p>1) Investment Supervisory Fees: Clients are normally charged an annual management as follows:</p> <table border="0"> <tr> <td>Assets under Management</td> <td>Annual Fee</td> </tr> <tr> <td>1<sup>st</sup> \$1,000,000</td> <td>1%</td> </tr> <tr> <td>Next \$1,000,000</td> <td>0.75%</td> </tr> <tr> <td>Over \$2,000,000</td> <td>0.5%</td> </tr> </table> <p>Fees will be charged on a quarterly basis in arrears.</p> <p>Account assets invested in shares of mutual funds or other investment companies (“funds”) will be included in calculating the value of the account for purposes of computing fees. These same assets will also be subject to additional fees and expenses as set forth in the prospectuses of those funds. These fees and expenses are paid for by the funds but are ultimately born by the investor.</p> <p>Either party may terminate the agreement at any time by providing written notice to the other.</p> <p>2) Hourly Consulting Fees: Fees are charged for hourly consulting at the rate of \$150 - \$300 per hour. Compensation is payable at the time services are provided.</p> <p>Consulting Services: Provides consultation to clients who wish to implement, manage, and provide investment supervisory for themselves. Robert V. Horowitz, LLC (“the firm”) consults with clients on the appropriate allocation between risky and risk-free investments, suggestions on specific securities or investment vehicles to use in implementing an investment plan, suggestions on brokers to use, tax strategies designed to minimize taxes incurred when implementing an investment plan, and advice on supervisory and management structures the client may wish to practice when managing their investments.</p> <p>3) Fixed Fees: Fixed fees for consulting work is quoted in advance and charged on completion of consulting assignment. Fixed fees normally range from \$500 to \$3,000.</p> <p>Normally, the firm recommends no-load mutual funds to clients. Per client request, the firm will review stock selections for inclusion in client portfolios. Normally the firm does not provide third-party investment advisor referrals other than no-load mutual funds.</p>	Assets under Management	Annual Fee	1 <sup>st</sup> \$1,000,000	1%	Next \$1,000,000	0.75%	Over \$2,000,000	0.5%
Assets under Management	Annual Fee								
1 <sup>st</sup> \$1,000,000	1%								
Next \$1,000,000	0.75%								
Over \$2,000,000	0.5%								
Page 4 Question 6 Education and Background	<p>Robert Horowitz, CFA Principal Born 1964</p> <p><u>Education:</u></p> <p>BA, Trinity College</p> <p style="text-align: right;">May 1987</p>								

	<p>Hartford, CT</p> <p>MBA <span style="float: right;">May 1991</span>  Columbia Business School  New York, NY</p> <p><u>Business background for previous 5 years:</u></p> <p><u>Director of Product Development:</u></p> <p>Charles Schwab &amp; Co. <span style="float: right;">11/2000 to 11/2002</span>  San Francisco, CA  - Design and Development of Investment Advice Software</p> <p><u>President:</u></p> <p>New England Investment Management <span style="float: right;">1/1995 to 9/2000</span>  Stamford, CT  - Management of private investment accounts</p>
<hr/> <p style="text-align: center;">Page 5 Question Section 9 E</p>	<hr/> <p>Members of the firm may buy or sell for their personal or family accounts securities that have been recommended to clients. Duplicate records of such transactions are kept at the company offices. Purchases and sales are recommended to clients individually during a client consultation and are executed by the clients at a time of his or her own choosing.</p>
<hr/> <p style="text-align: center;">Page 5 Question 10</p>	<hr/> <p>For investment supervisory activities, the firm normally imposes a minimum dollar value of asset of \$800,000. Some leeway is allowed for accounts that are expected to grow to \$800,000 in a short period of time. There is no minimum fee for consulting services.</p>
<hr/> <p style="text-align: center;">Page 6 Question 12 Section B</p>	<hr/> <p>Investment Supervisory Accounts: The firm normally suggests that its investment supervisory clients custody assets and use the brokerage services of Fidelity Investments through the Fidelity Registered Investment Advisor Group. In making this recommendation, the firm considered a number of factors including: commissions and related costs born by the client; access to institutional investment funds recommended by the firm; competency of its back office support; long term financial viability; the effectiveness of technology applications that synchronize the broker-dealers client records with the firm client records. Lower cost execution for some securities transactions may be available from other broker-dealers.</p> <p>Consulting Clients: The firm normally suggests brokers to clients strictly according to the combination of services that best fit the client's needs. Emphasis is placed on low costs, security and convenience. The firm does not receive products, research or services from brokers related to the referral of consulting client accounts.</p>