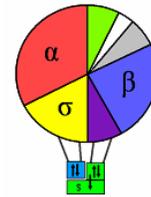


GENERAL INFORMATION & DISCLOSURE BROCHURE

March 29, 2017

*Advanced
Portfolio
Design, LLC*



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Advanced Portfolio Design, LLC
Fee-Only Asset Management and Financial Planning Services

Peter J Canniff, CFP® professional

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®[®], CERTIFIED FINANCIAL PLANNER™[™] and CFP (with flame logo)®[®] in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Material Changes

On page 9, we have added a paragraph to meet the requirements of the Department of Labor Fiduciary Rule. It requires conflict of interest disclosures when recommending that clients move their retirement accounts.

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Advisory Business

Ownership

Peter J. Canniff, CFP® professional, is the sole owner, principal, and managing member of the Advanced Portfolio Design, LLC

Our Firm

Advanced Portfolio Design, LLC is a Fee-Only **asset management** and **financial planning firm**. We have chosen to operate as a Fee-Only firm because we feel it is the best way to meet our commitment to holding ourselves to a Fiduciary Standard to put our clients' needs ahead of our own. We are registered as an investment adviser firm in the States of Massachusetts and New Hampshire.

We are a specialty firm focused on applying leading edge asset allocation planning and high quality investment selection processes. We carefully consider our clients' individual circumstances when giving advice. Special attention is given to constantly changing tax issues, and changing cash flow needs.

As of December 31, 2016 we had \$29,000,000 in assets under management for ongoing review and an additional \$6,300,000 in assets that we review on an as needed basis.

How we work with our Clients

We work primarily with people who feel that their investment portfolio has reached an amount where mistakes or lack of proper attention are unacceptable. We also help clients handle difficult or complex financial decisions around the main areas of financial planning including, but not limited to; retirement planning, cash flow, tax planning, estate planning, and protection planning.

Our Philosophy

We believe that the top priority in a wealth planning relationship should always be to develop an intimate understanding of the clients' needs and financial circumstances. We will need to know what level of information will bring the client to the appropriate comfort level. We believe in educating clients on financial issues that matter to them, in a way that they can easily understand. We will also need to spend time getting to know our clients' personal goals and concerns as well as their family, business and financial circumstances.

Financial Planning - We prefer to work with clients based on a comprehensive financial planning relationship which considers their specific goals, time-frame and level of risk aversion. We believe that it is important to have a good understanding of a client's tax situation, current and future cash flows, overall investment holdings and experience, estate plan, and family circumstances.

Asset Management – We assist our asset management clients in managing their investment accounts. We provide customized portfolio design. We make specific investment recommendations. When a client approves our recommendations, we may execute the transactions for the client. We also provide periodic review of these investments and the overall asset allocation of the portfolio and recommend changes as needed. We do not make investment decisions for our clients. We make recommendations which we will execute upon client approval.

As a Fee-Only firm, we believe our interests are tied to our clients' best interests. Since most of our fees are calculated as a percentage of managed assets, most of our future revenue will improve or decline based on our clients' long term financial success.

Wealth Planning – When clients take advantage of both our **Asset Management** services and our **Financial Planning** services this is referred to as “Wealth Planning.” This is our preferred avenue for working with clients. We believe the most successful outcomes are a result of combining these services. There is some overlapping information between the financial planning and the asset management so it is more efficient and more effective to combine these services.

We may also function as a sort of financial coach or quarterback to help you coordinate your activities with your other professional advisors, such as your tax preparer, insurance agent, or your attorney. When your situation requires specialized expertise which falls outside of our specialties, we will tell you and can help you identify and work with other advisors.

Fees and Compensation

Advanced Portfolio Design has a very flexible set of fee structures that can be customized to best meet the needs of different types of client relationships. They are designed to be fair from client to client and to keep our clients' best interests at heart.

Financial Planning Fees

Hourly Consultations

We may charge up to \$225 per hour for consultations.

Comprehensive Financial Plan

For comprehensive financial planning services we may charge an hourly fee or we may negotiate a flat fee which will be commensurate with the time involved and the hourly rate. A flat rate can help reduce a client's worries about making changes and asking questions. Flat fees typically range from \$4,000 to \$8,000. We will give you advice on your financial concerns, including, but not limited to: investments, taxes, insurance, retirement and estate planning. A flat fee would be based on the estimated number of hours the project would take multiplied by our hourly rate. Here are the two possible financial planning fee structures:

- An hourly fee paid for hours worked
- A one-time flat rate based on estimated hours to be worked.

Asset Management Fees

We manage your account for a percentage of the assets under our management. It is important to note that many investments that are used (such as mutual funds and exchange traded funds) have internal expenses that must also be considered in making investment decisions.

Depending on the size and complexity of your account, the annual negotiable fee ranges from 0.5% to 1.4% for asset management only, and from 0.6% to 1.9% for Wealth Planning (below) which also includes our Financial Planning services. Most fees are expected to fall between 0.9% and 1.2%. The fee is paid quarterly, at the end of each quarter.

Wealth Planning Fees

If this service is appropriate, clients will be eligible for a reduced rate on both financial planning and asset management fees to account for the efficiency of combining these services. We collect the fee quarterly, at the end of each quarter.

- Most Wealth Planning clients pay a percentage of assets fee ranging from 0.6% per year to 1.9% per year. Such fees calculated based on asset values on the last day of the quarter.
- A “percentage of net worth” fee may also be used. This would tend to tie our interests in more tightly with the client’s overall circumstances.
- A third option would be a flat annual fee, to be re-negotiated each year, based on the net worth and complexity of the client’s circumstances.

Refunds

Refunds - If you wish to terminate our association, any prepaid fees which are not allocated to hours worked, will be promptly refunded to you. Financial planning fees are also fully refundable if requested within 5 days of being paid. You may request a refund by notifying us in writing (by mail or in-person) at Advanced Portfolio Design, LLC 515 Groton Road, Westford, MA 01886. Asset management fees are charged after they are earned and are not refundable.

Performance-Based Fees

We do not have performance based fees because we believe that they could influence us to recommend more aggressive investment strategies than what is appropriate for the client.

Types of Clients

- Most of our clients are families, individuals or business owners, but we will also work with businesses, charities and trusts & estates.
- We do not currently have a minimum size for client accounts.
- We believe our company is extremely well suited to work with clients with investment portfolios between \$400,000 and \$5,000,000.

Methods of Analysis, Investment Strategies and Risk of Loss

Portfolio Design - We design portfolios based on **Asset Allocation** planning (Modern Portfolio Theory). Please refer to <http://www.sec.gov/investor/pubs/assetallocation.htm> for some good information on asset allocation planning. We generally use computer based allocation software to design the long term overall strategy. We will remain adaptable and will allow portfolios to vary from the model based on the client’s opinion or our opinion of the current economic and investment environment or other issues that may affect the client.

We may also help our clients design their own allocation strategy if they have different ideas than conventional portfolio theories.

Simple computer models will be used for simple cases or smaller portfolios. More complex models will be used as appropriate. Additional complexity will be built in for portfolios requiring varying tax brackets, and varying cash flows or to work with investments you have which may not be repositionable.

Clients may select an active or a passive investment style. We help clients prepare for the money they will spend tomorrow and thirty years from now, as well as the wealth that will be left behind for heirs or charities.

Investment Selection - We give advice on (but don't necessarily recommend) all types of securities, ranging from government bonds through mutual funds to commodities. We engage primarily in fundamental security analysis. Our main sources of information are professional research materials prepared by others, corporate rating services, annual reports and company press releases. Most of our investment strategies rely on developing a diversified portfolio of mutual funds and exchange traded funds using modern portfolio theory.

To date we have not recommended Separately Managed Accounts (SMAs) to our clients. We will continue to evaluate SMAs on an ongoing basis to determine whether they may be an appropriate and cost effective investment strategy for our high net worth clients.

Disciplinary Information

We have no legal or disciplinary history.

You may obtain disciplinary history information for investment advisers in Massachusetts from the MA Securities Division by calling (617) 726-3548.

Similar information may be obtained about investment advisers in New Hampshire by calling the NH Bureau of Securities at (603) 271-1463.

Other Financial Industry Activities and Affiliations

Advanced Portfolio Design, LLC does not have any financial industry affiliations.

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

Code of Ethics

We have adopted the NAPFA code of ethics. NAPFA, the **National Association of Personal Financial Advisors**, is the nation's leading organization dedicated to the advancement of Fee-Only comprehensive financial planning. Consumers and the media look to NAPFA for access to financial advisors who meet the highest standards for professional competency, comprehensive financial planning and Fee-Only compensation. To find out more about NAPFA please visit the NAPFA web site online at <http://www.napfa.org/HomeMore.asp>. Because of conflict-of-interest restrictions, fiduciary requirements, and continuing education requirements, we believe the NAPFA code of ethics is the strongest in the industry.

NAPFA Code of Ethics

Objectivity: NAPFA members strive to be as unbiased as possible in providing advice to clients and NAPFA members practice on a fee-only basis.

Confidentiality: NAPFA members shall keep all client data private unless authorization is received from the client to share it. NAPFA members shall treat all documents with care and take care when disposing of them. Relations with clients shall be kept private.

Competence: NAPFA members shall strive to maintain a high level of knowledge and ability. Members shall attain continuing education at least at the minimum level required by NAPFA. Members shall not provide advice in areas where they are not capable.

Fairness & Suitability: Dealings and recommendation with clients will always be in the client's best interests. NAPFA members put their clients first.

Integrity & Honesty: NAPFA members will endeavor to always take the high road and to be ever mindful of the potential for misunderstanding that can accrue in normal human interactions. NAPFA members will be diligent to keep actions and reactions so far above board that a thinking client, or other professional, would not doubt intentions. In all actions, NAPFA members should be mindful that in addition to serving our clients, we are about the business of building a profession and our actions should reflect this.

Regulatory Compliance: NAPFA members will strive to maintain conformity with legal regulations.

Full Disclosure: NAPFA members shall fully describe method of compensation and potential conflicts of interest to clients and also specify the total cost of investments.

Professionalism: NAPFA members shall conduct themselves in a way that would be a credit to NAPFA at all times. NAPFA membership involves integrity, honest treatment of clients, and treating people with respect.

We also subscribe to the Certified Financial Planner® code of ethics as well.

Participation or Interest in Client Transactions

We do not participate in investments with our clients.

Personal Trading Policy

Our personal trading policy refers to transactions made by our employees or owner for their own account or for an account owned by our company. We have no company trading account at this time.

Personal Trading by our employees is infrequent and on a very small scale and is very unlikely to impact our clients in any way.

Advanced Portfolio Design, LLC maintains an in-depth personal trading policy within its compliance manual. Here is a summary of key points of the policy:

- Client trades at our company are only made by Peter Canniff.
- If we happen to be following the same advice about buying or selling a relevant security that we are recommending to a client; it is our policy to make sure that the client's transactions come first.
- If we happen to be making a transaction for our own accounts that is the opposite of what we are telling a client to do, we will give the client a written explanation of the conflict and the reason why. A good example of that would be if I were selling off my shares of a stock to fund a college tuition payment, while at the same time, I am telling you that it is a good stock for you to buy. I believe you would deserve a good explanation of the discrepancy between what I am doing and what I am telling you to do.
- We review all relevant employee investment transactions every quarter.
- Employees are not allowed to make private placement investments or to invest in Initial Public Offerings (IPOs) without getting permission from the appropriate compliance manager at Advanced Portfolio Design, LLC

Brokerage Practices

Selecting a brokerage company

We generally recommend that our clients hold their accounts at a broker that allows us broad access to our clients' account information. We currently recommend that our clients use TD Ameritrade or Fidelity. They both have excellent reputations, low costs to the client and very large investment selections. These companies provide our firm with the capability of downloading client account information, on a daily basis, in a format that integrates well with our financial planning and portfolio management software.

If you would like us to manage assets that are held outside of TD Ameritrade or Fidelity, in most cases we will likely need to rely on quarterly account statements provided by you in to review those accounts.

Conflicts of Interest

Our business has been designed to minimize all possible conflicts of interest. Whenever we feel there is a potential conflict of interest with our clients, we will discuss it with the client up front.

Potential conflicts

- TD Ameritrade provides us with some research tools that provide information on various stocks and mutual funds free of charge. It is not contingent on how much business we do with them, but it could be viewed as a reason for us to favor them.
- Since most of our fees are based on a percentage of managed assets, we may have a financial incentive to discourage you from spending or giving away your assets. We will always disclose this conflict clearly and immediately upon discussing such issues.
- Since we get paid asset management fees on assets that you bring over to our management, we may have a conflict of interest in advising you that we are better for you than your previous provider. When we recommend that you transfer retirement accounts such as 401k, 403b, 401a, IRA and similar plans, we will provide a written explanation of how it is in your best interest.

Ways we avoid conflicts of interest

- We are an independent, fee-only financial advisory firm. We do not earn sales commissions by selling securities or insurance products. We do not work for investment companies or insurance companies. We work only for you, our clients.
- The work we do and the recommendations we make are always intended to be in the client's best interest.
- You are free to select any broker you wish for implementation of our advice. If you want us to handle transactions for your accounts you will need to select a broker that will allow us to do so.
- If you want us to recommend a broker, you will get a recommendation based on the broker's costs, skills, reputation, dependability and compatibility with you, and not upon any financial agreement between the recommended broker and us.

Review of Accounts

Investment Review

Managed Assets - For our **asset management** clients and our **wealth planning** clients we prepare a quarterly performance and asset allocation report. We will also include a written commentary and detailed investment data at least annually. We believe clients have a right to know what their investments are, why they have them, and how they are doing. We will review these reports together in-person, or by phone, with each client at least annually. For many clients, a quarterly review is most appropriate.

We review managed accounts (asset management) on an ongoing basis. We screen all managed investments once each quarter to rate them as a buy, sell, hold or probation. Using that information, we provide written recommendations to each client based on various factors that should be considered such as their asset allocation plan, their tax situation, their goals and other factors related to the economic outlook.

Outside Accounts - Accounts at other money managers are reviewed as the clients provide copies of statements to us.

Financial Planning clients- For financial planning clients we will review their investments when producing the financial plan.

Financial Plan Reviews - Financial plan reviews are performed as-needed based on the client's needs. This is generally based on our regular discussions with the client regarding their financial situation. For example a tax review may be annual, but an estate review may be only upon a change to the client circumstances or the estate tax laws.

Client Referrals and Other Compensation

We do not compensate anyone, either directly or indirectly, for client referrals.

Custody

Advanced Portfolio Design, LLC does not take custody of our clients' investments. Managed assets will be held at custodians such as Fidelity Investments or TD Ameritrade. These well-known custodians will hold your investments for you and will provide you with regular account statements. You may access information about your accounts directly through them if you like online, by telephone, email, or by regular mail.

Investment Discretion

Advanced Portfolio Design, LLC does not have discretion in making investment decisions. That means that we do not make transaction decisions.

We only complete transactions for our clients after obtaining specific permission from the client. We make a recommendation, we discuss it with the client, and then we would make the transaction if the client authorizes it.

We may also follow a client's investment instructions where the investment was the client's suggestion.

Voting Client securities

Owners of shares of stocks, mutual funds and other securities often have proxy voting rights for those securities. Advanced Portfolio Design, LLC does not vote proxies on behalf of clients. All clients will receive proxy materials directly from their custodian(s). We may answer a client's questions regarding proxy-voting matters, but we will not vote the proxy for any client.

Financial Information

Advanced Portfolio Design, LLC does not have any financial condition that could impact its ability to continue properly serving its clients.

We do not accept prepayment of fees more than six months in advance and we do not take custody of client assets, so we are not required to provide an audited balance sheet.

Brochure supplement

Advisor Biography

Peter J. Canniff, CFP® professional

The Founder and Principal of Advanced Portfolio Design, LLC, is Peter J. Canniff, CERTIFIED FINANCIAL PLANNER™ professional. Peter was born in Quincy Massachusetts in 1966. Peter graduated from Fitchburg State College in 1988 with a degree in business management.

College work experience led to a six year run in restaurant management after graduation. Starting in 1994, Peter worked for 13 years in financial planning and portfolio design at a national financial planning firm.

Peter has been working in financial planning for over 20 years. Peter has a strong belief in putting the clients' needs ahead of our own by holding ourselves to a fiduciary standard and operating as a Fee-Only financial planning and asset management company. In order to operate as a Fee-Only advisor, Peter founded Advanced Portfolio Design, LLC in 2006 serving clients primarily in New Hampshire and Massachusetts.

Peter feels that the areas that he can be most helpful to clients are:

- Retirement Planning
- Investment and Asset Allocation strategies
- Tax strategies
- Estate Planning
- College Planning
- Getting the most out of complicated employee benefits plans
- Other Financial Goal Planning
- Cash Flow and Cash Reserve strategies
- Debt Management strategies
- Insurance and protection planning

Peter and his family have been living in Tyngsboro, MA for 8 years and spent 18 years in the Nashua, NH area before that. Peter is extremely proud of his wife of 25 years; Nicole, and his wonderful high-school-aged daughter; Hope.

Jennifer A. Murphy, Financial Planner

Jennifer started at Advanced Portfolio Design, LLC in May 2016. She is a Registered Investment Advisor Representative with the firm.

Jennifer graduated from Bentley University in 2005 with a Bachelor of Science in Corporate Finance & Accounting. In 2007, Jennifer received a Master of Science in Taxation with a Certificate in Financial Planning from Bentley University.

With over 11 years in the financial services industry, including managing the SEC reporting functions for multiple public companies, Jennifer made the career change to financial planning. She passed the CFP® exam in March 2015, and is working towards the CFP® Board's experience requirement. Jennifer works hard to help create value for clients by focusing on the core values of financial planning.

Jennifer and her husband, Matthew currently reside in Lowell, MA. They are avid sports fans who lead an active lifestyle. Jennifer enjoys yoga, riding horses and walking their dog, Molly.