

Jitendra P.S.Solanki (Prop-JS Financial Advisors)

A SEBI Registered INVESTMENT ADVISER

Disclosure Brochure

Effective 9th October, 2013

This Disclosure Brochure provides information about the qualifications and business practices of Mr. Jitendra P.S.Solanki. If you have any questions about the contents of this Disclosure Brochure, please contact me at 9971845454 or by email at info@jsfadvisors.com.

At any time if this Disclosure Brochure is amended to reflect changes in adviser business practices or changes in regulations as required by SEBI, the summary of Material Changes shall be provided to each Client. Jitendra P.S.Solanki is a Registered Investment Adviser with the Securities & Exchange Board of India. Registration of an Investment Adviser implies meeting criteria of specific level of skill or training as mandated by SEBI. This Disclosure Brochure provides information about him to assist you in determining whether to hire/retain the Adviser.

Additional information about Investment Adviser is available on www.sebi.gov.in under “Info for Investment Advisers”

Jitendra P.S.Solanki, Investment Adviser & CFP

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Advisory Business

Jitendra P.S.Solanki is a registered investment adviser with the Securities and Exchange Board of India and a Certified Financial Planner from Financial Planning Standard Board of India. JS Financial Advisors is a proprietorship concern founded and operated by him.

The Adviser provides fee only financial planning, investment advisory and estate planning services to his clients on a fixed fee basis. In essence, the term “fee only” means that he does not sell financial products of any kind. For more information on the term fee-only and how he is paid, please refer to the “Fees and Compensation” section of this document.

The adviser provides financial planning services which includes cash flow and debt management, risk management, children planning, insurance planning, investment selection, retirement planning, tax & estate planning, among others. So the advice is on a wide variety of financial issues and is tailored to meet the needs of each individual client, depending on the type of help that the client is seeking, and each client’s unique circumstance.

Introductory Consultation

This is the first stage of adviser services where a complimentary session is conducted to determine the scope of services to be provided. During this meeting only all the terms and disclosure is made clear to the client. Should the client wishes to engage the adviser for his services, parties must enter into a written agreement. Once the engagement agreement is in place, further discussion and analysis is conducted to obtain information from the client on their financial needs, goals, investment etc. which is required for preparing a financial plan.

Financial advice rendered to clients is based on the information disclosed by the clients. This is incorporated in the client financial situation at the time plan is prepared. In performing its services the adviser may verify any information received form the clients.

Financial Planning and Consultation Services

Jitendra P.S.Solanki will typically provide a variety of financial planning services to individuals and families, pursuant to a written Financial Planning or Consulting Agreement. Services are offered in several areas of a Client's financial situation, depending on their goals, objectives and financial situation. These will generally include cash flow analysis and debt management, risk management, children's college or marriage funding, insurance need analysis, retirement planning, tax and estate planning, and other specific needs as indicated by the client. Such services typically involve providing a variety of advice to clients regarding the management of financial resources, as based upon the analysis of the individual needs. When services focus only on certain areas of client interest, however, the client must understand that their overall financial situation or need may not be fully addressed due to limitations they have established.

The adviser typically utilizes a long term investment perspective, unless the client specifically request to the contrary. The advisory specific to client's investments will include the following services:

Establishing an Investment Policy Statement – The adviser, in connection with the Client, may develop a statement that summarizes the Client's investment goals and objectives along with the broad strategies to be employed to meet the objectives.

Asset Allocation – The adviser will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.

Portfolio Construction – The planner will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.

The Financial plan will also 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/or any other action which is required for meeting the goals and objectives. The adviser may also refer Clients to an accountant, attorney or other specialist, as appropriate for their unique situation. For all financial planning or consulting engagements, the Advisor will provide a written summary of Client's financial situation, observations, and recommendations. Plans or consultations are typically completed within a specified

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period which is stated in the engagement letters, assuming all information and documents requested are provided promptly.

The client retains absolute discretion over all implement decisions and is free to accept or reject any recommendation made by the adviser. Further, it remains each client's responsibility to promptly notify adviser if there is any change in their financial situation or investment objective for the purpose of evaluating or revising the adviser previous recommendations.

The adviser does not provide advice related to accounting, legal matters and other area where he does not have expertise. However, the adviser may recommend professionals from these areas or may work with clients other professional advisers (lawyers, CAs, etc.) to agree upon coordination and implementation of the agreed upon strategies. The client should be aware that these other professional advisers may bill the client separately for their services and their fee will be in addition to the adviser fees.

Engagement involving Financial Planning services generally conclude upon delivery of the advice of the plan (Financial Pulse includes e-mail assistance for twelve months). The client is encouraged, however, to engage the adviser for ongoing financial planning and investment management services through ongoing financial planning/retainer agreements. Periodic reviews are recommended and it is the client's responsibility to initiate these meetings. Unless written agreement is in place between the adviser and the client that specifically include reviews and updates, it is the client's responsibility to initiate these additional services under a new engagement.

Estate Planning Services

The Estate Planning services include advice with respect to Estate distribution strategies which include advice on Gifting, Wills and Trust creation among others. The adviser help you with estate planning process and work closely with other professionals such as legal advisers or accountant to implement the estate planning strategies that make sense for your particular situation.

Educational Workshops

The adviser provides educational workshops to groups desiring general advice on investments and personal finance. These workshops are announced and topics may include financial planning, wealth management or various other economic or investment topics.

Such educational workshops are purely educational in nature and do not involve any kind of selling. Information presented in these workshops are not on any individual specific need nor does the adviser provide individuals specific investment advice during these sessions.

Execution Services

The adviser does not offer execution services and neither do have any tie-ups/arrangement with any third party for such services. However, if client seek so, the adviser may recommend the services of other professionals to implement the recommendations. The client is under no obligation to act upon any of the recommendations made by the adviser under a financial planning or consulting engagement or to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any of adviser recommendations. Clients are advised that it remains their responsibility to promptly notify the adviser if there is ever any change in their financial situation or investment objectives for the purpose of reviewing, evaluating, or revising adviser previous recommendations and/or services.

Fees and Compensation

The following paragraphs detail the fee structure of services:

The adviser provides fee-only financial planning, investment advisory and estate planning services to clients. A fee only means that the fee from the clients is the only source of compensation. The adviser does not sell any financial products and so do not receive commissions or other hidden form of payment.

The exact estimation of the fee amount is provided before any client commit to work with the adviser. The fee amount is also documented in the engagement agreements. Payment is generally due in advance during the signing of the engagement. However, in Financial Pulse & Estate Planning Services the fee can be paid in tranches i.e. some in advance while some at the ends of the strategic meeting, as stated in the engagement. For ongoing financial planning agreements, the fee is paid in advance and as stated, during the term of the agreement. The fees are paid by cheque or through electronic transfer. The fees are non-negotiable and subject to the sole discretion of the adviser.

For any fixed fee engagements, the fee amount depends on the nature and complexity of the engagement. The fee for these engagements is disclosed to the client before the engagement process.

“The Financial Pulse” programme is an interactive review of the client’s financial situation, with specific recommendations for improvement.

The Financial Pulse identifies strengths and weaknesses in the client’s financial plan, and it provides specific recommendations that typically focus on investments, taxes, debt, savings, insurance, and estate planning. Other issues that can affect the client’s long-term and immediate financial health will also be discussed, depending on each client’s unique situation. While the Financial Pulse is not a detailed financial plan, it does cover many of the financial planning issues that are most important to the client.

The fee for The Financial Pulse is R 13999 which is payable in two installments. The adviser also offers preferred pricing for The Financial Pulse for clients who are under age 27.

The other engagement is the Initial Financial Planning and the Ongoing Financial Planning/Retainer Engagement. Initial Financial Planning is preparation of the Financial Plan while the Ongoing Financial Planning/Retainer Engagement are longer-term engagements (3-12 months), where the planner meet periodically with the client to review their progress and to help as needed with implementation of their financial plan.

The fee and the associated payment terms for these engagements are disclosed to the client before the engagement commences. Generally, the fee for Initial Financial Planning is in the range of Rs 15000-Rs 25000 and payable upfront while the fee for Ongoing Financial Planning/Retainer Engagement starts at R 16000 per annum and is paid by the client in advance in four installments during the term of the agreement or annually/half yearly, if seek so. The actual fees are quoted after analyzing the complexity and the length

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of the engagement. Similarly the fees for estate planning services engagement is quoted after understanding the scope of services involved.

The adviser is not affiliated with any of the brokers or institutions, third party for any kind of the sale of securities or other investment or financial products and so do not receive any commission or portion of any of the other fees. The only compensation that the adviser receives is in the form of fees paid directly by clients.

Each Client shall sign an initial financial planning & ongoing financial planning/retainer engagement that details the responsibilities of the adviser and the Client.

Other Fees and Expenses

The Client may have to pay separate fees for services of professionals engaged/recommended by the adviser especially in Estate Planning Services. The details of such services will be provided with respect to specific client's requirement and the client will have sole discretion to accept/reject such services.

Advance Payment of Fees and Termination

The adviser is compensated in advance for his services such as for preparation of financial plan and the quarter in which review services are rendered. Clients may request to terminate their engagement with the adviser, by providing advance written notice. The Client shall be responsible for the Fees up to and including the effective date of termination. Upon termination, the Advisor will refund any unearned, prepaid engagement Fees from the effective date of termination to the end of the quarter. The Client's engagement with the Advisor is non-transferable without Client's written approval.

Performance-Based Fees and Side-By-Side Management

The adviser does not charge performance-based fees of any kind (performance-based fees are fees that are based on a share of the capital gains on or the capital appreciation of a client's assets).

Types of Clients

The adviser provides financial planning services primarily to individuals and families. He have no minimum asset or income requirements, and no minimum account size.

Disciplinary Information

There are no legal, regulatory or disciplinary events involving adviser or any of its associates.

As I advise all Clients, I encourage you to perform the requisite due diligence on any advisor or service provider in which you partner. You can view the credentials of the planner on www.jsfadvisors.com.

Other Financial Industry Activities and Affiliations

The sole business of adviser is to provide financial planning, estate planning and investment advisory services to its Clients. Adviser is not involved in other business endeavors. Adviser does not maintain any affiliations with other firms, other than contracted service providers to assist with the servicing of his Client's.

However, Jitendra P.S. Solanki works as a freelance trainer and has relationships with the following:

- ❖ He is the faculty for Manipal University empanelled with f1fx learning Solutions, Mumbai
- ❖ He delivers lecture in various management institutes, DOMS-IIT Roorkee and IMT Ghaziabad to name a few

Jitendra P. S. Solanki is a member of the following Organization:

1. The Financial Planners' of Guild, India

None of these affiliations or memberships creates a conflict of interest with adviser financial planning practice.

Client Referrals and Other Compensation

Jitendra P.S.Solanki is a fee-only planner and so his proprietor firm JS financial advisors, who, in all circumstances, is compensated solely by the Client. Adviser or The firm does not receive commissions or other compensation from product sponsors, broker dealers or any un-related third party. Adviser may refer Clients to various third parties to provide certain financial services necessary to meet the goals of his Clients. Adviser in no arrangement with any third parties to receive any referral of new Clients from a third-party neither compensates others for client referrals.

Holdings in Securities

At times Jitendra P.S.Solanki may invest in the same securities that are recommended to clients. These are large, publicly traded securities, such as mutual funds. As such, this common ownership does not present a conflict of interest for any of his clients.

The timing of securities purchases or sales by the adviser, at times, may coincide with the timing of purchase/sale recommendations to the clients. Because these are very large publicly traded securities, this does not reflect a conflict of interest for the clients.

As a Registered Investment Advisor, he also adheres to the Code of Conduct set out by Securities and Exchange Board of India. These codes are designed to ensure objectivity, confidentiality, integrity, honesty, full disclosure, and other fairness factors when working with all clients.

As a Certified Financial Planner™, Jitendra P.S.Solanki follows the code of ethics and professional responsibility set out in the CFP Board's "Standards of Professional Conduct."

Grievances

If there is any dispute in connection with any services, client can write to the adviser on address given below for a satisfactory resolution -

Jitendra P.S.Solanki, Investment Adviser & CFP

JS Financial Advisors

B-168, 1st Floor, Brij Vihar, Ghaziabad-201011

Mob:9971845454

Email:jitendra@jsfadvisors.com

In case if the dispute remains, then the client can raise the same at SCORES (www.score.gov.in) which is the Investor Grievances Redressal Division formed for the purpose by the regulatory authority SEBI and within preview of which the adviser and his services falls.

Privacy Policy

Jitendra P.S. Solanki collects non-public personal information about its client from following sources:

- Information clients or their authorized agents provide to complete their financial plan
- Information clients provide orally
- Information received from third parties such as brokerage firm or custodian about client transactions

The adviser does not disclose non-public personal information about clients to anyone, except in following circumstances and only with written consent of client-

- When required to provide services client have requested
- When client specifically authorize Adviser or JS Financial Advisors to do so in writing and
- When permitted or required by law

To ensure security and confidentiality, the adviser maintains physical, electronic and procedural safe guards to protect privacy of the clients.

As required by law, and consistent with the CFP Board of Ethics and Professional Responsibility, all client information will be retained during the engagement period, and for the required time that such records must be retained in accordance with Investment Adviser Regulations. If client decide at some point to become inactive, the adviser will continue to adhere to privacy policies and practices with respect to your information. The client will be notified in advance if at any time, there are changes in privacy policy.