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**This brochure provides information about the qualifications and business practices of Wixon Advisors, Inc.. If you have any questions about the contents of this brochure, please contact us at 763-543-1819. 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 Wixon Advisors, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**

## Material Changes

There are no material changes to report at this time.

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## Advisory Business

Wixon Advisors, Inc. (the "Firm") is an investment adviser providing investment management services (the "Services") to individuals and institutions. The Firm, depending upon the engagement, offers its services on a fee basis which is charged based upon assets under management. Prior to engaging the Firm to provide any of the foregoing Services, the client will be required to enter into one or more written agreements setting forth the terms and conditions under which the Firm shall render its Services (collectively the "Agreement").

The Firm's operations began in 1992. It's principal owner is William B. Wixon.

### ***Financial Planning / Portfolio Management Services***

The client may engage us to assist with the implementation of an investment plan and monitor the portfolio. However, there is no obligation whatsoever to do so. We will monitor and review the client's portfolio on a quarterly basis. Periodic research is done on the investments held in the portfolio and this is discussed with the client. Listening to our clients' requirements and needs is a top priority in discerning their goals, risk tolerance and suitability.

The fee for Supervisory Services will be quoted in advance, and is payable at the beginning of each quarter. This is based on a percentage of the value of the assets under supervision. If the service is terminated there will be a pro-rata refund of any fees paid in advance.

All types of investments will be considered, including investments with and without sales charges.

We may provide a written investment plan or review/redesign a previous plan. The written plan will include specific recommendations regarding strategic allocations and an implementation schedule tailored to the client's individual needs and preferences.

The fee for the written investment plan will usually be \$1500 and agreed upon in advance. If the investment plan is to be included with a financial plan the fee for the investment plan may be incorporated within the fee for the financial plan. One half of the fee for the written investment plan is due and payable upon the signing of the investment supervisory contract. The balance will be due and payable upon delivery. In the event of termination by the client, the fees are fully refundable if Wixon Advisors, Inc. has not yet begun the work. Otherwise, there will be a pro-rata refund of the fee.

The Firm offers Financial Planning in each of the following Core Areas:

#### **Retirement**

- How much money will I need to retire?
- What is the best asset allocation strategy given market conditions?
- What is the viability of Social Security?

#### **Investment Planning**

- Investment policy statement
- Risk tolerance analysis
- Asset allocation

#### **Budgeting and savings**

- Set up a liquid emergency fund for contingencies
- Analyze your spending
- Establish a savings plan

#### **Protection**

- Life Insurance - What will happen in the event of my death?

- Disability Insurance - What will happen if I am unable to work?
- Long Term Care Insurance - What if I require home health or nursing home care?

#### **Tax Analysis / Planning**

- Am I paying too much income tax?
- Are there insurance and investment products to reduce my overall tax burden?
- Am I taking advantage of qualified plans?

#### **Estate Tax Analysis / Planning**

- Wills, (durable)Power-Of-Attorney, Living Wills - Getting your affairs in order!
- Trusts - Can I avoid inheritance taxes?

#### **Education**

- 529 College Savings Plan
- Coverdell Education Savings Account

#### **Small Business Owners**

- Group Health, Pension, and Profit Sharing Plans

#### **Life Events**

- Marriage, Birth, Home Purchase/Sale, Job Change, Divorce, Retirement, Inheritance, Savings Goals

The comprehensive financial plan will provide clients with a very clear understanding of their present financial situations and what specific actions are needed to achieve their desired objectives. Analysis covers six core areas:

- Cash flow and budgeting
- Protection planning
- Investment planning
- Tax planning
- Retirement planning
- Estate planning

In some situations not all six modules above are necessary, so we will decide in advance what items need addressing and clarification.

Clients who wish to impose certain restrictions on their portfolio/investments/financial plan may do so, but must notify Wixon Advisors, Inc. of the desire to do so in writing.

#### **Our Mission**

Our mission is to maximize the financial well-being of our clients. We recognize that our client is our most important asset; our work is based on the principle of always putting the client's interest first.

#### **Our Clients**

Our clients are individuals, couples and small businesses.

#### **What Sets Us Apart**

Trustworthiness, independence and our experienced and competent staff are just a few of the things that set us apart from others. Combined, these attributes serve as powerful tools to help our clients reach their financial goals.

Wixon Advisors, Inc. currently manages \$35,197,000 in assets.

## Fees and Compensation

Written financial plans generally cost \$1,500.

Hourly fees start at \$245.00 per hour.

Comprehensive Financial Planning and Portfolio Management fees are charged on a sliding scale based on a percentage of assets under management. Our fee schedule is as follows:

<u>Assets Under Management Fee</u>	
\$ 0.00 -- 250,000	1.50%
\$ 250,000.01 – 1,000,000	1.00%
\$1,000,000.01-- 2,000,000	0.85%
Over \$2,000,000.00	Negotiated Fee

The Firm reserves the right, in its sole discretion, to negotiate fees different from the above schedule.

Fees set forth herein for investment advisory services do not include brokerage commissions, transactions fees, 12b-1 fees, an/or management / expenses fees paid to mutual fund companies.

The Firm may only implement its investment management recommendations after the client has arranged for and furnished the Firm with all information and authorization regarding accounts with appropriate financial institutions. Financial institutions shall include, but are not limited to, Prime Broker, any other broker-dealer recommended by the Firm, broker-dealer directed by the client, trust companies, banks etc. (collectively referred to herein as the "Financial Institution(s)"). Clients may incur certain charges imposed by the Financial Institution(s) and other third parties such as custodial fees, charges imposed directly by a mutual fund or exchange traded fund in the account, which shall be disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Additionally, clients may incur brokerage commissions and transaction fees. Such charges, fees and commissions are exclusive of and in addition to the Firm's fee

The Firm's Agreement and/or the separate agreement with the Financial Institution(s) may authorize the Firm through the Financial Institution(s) to debit the client's account for the amount of the Firm's fee and to directly remit that management fee to the Firm in accordance with applicable custody rules. The Financial Institution(s) recommended by the Firm have agreed to send a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the amount of management fees paid directly to the Firm.

Additionally, clients may choose to pay their fees from the semi-annual bill sent directly to them.

Clients should be aware that Mr. Wixon is also registered with Gardner Financial Services, Inc., a FINRA registered Broker/Dealer. In such capacity, Mr. Wixon may receive commissions or trail fees from Mutual Funds and other securities recommended for the financial plans. The client is advised of this potential conflict of interest. The conflict is present because it may give the Firm an incentive to recommend investment products based on the compensation received rather than the client's needs. The Firm will use its best efforts to refund commissions paid related to this conflict to mitigate the risk that the conflict poses.

Since Mr. Wixon is affiliated with Gardner Financial Services, the Firm shall generally recommend GFS to clients' Since 1992, the Firm has found this organization to be very interested in what is best for the client. Research and full services are available to all client accounts.

The Firm uses non-proprietary products including: Franklin-Templeton Funds, American Funds and Variable Annuities. Research services are through RBC Correspondent Services, a division of RBC Capital Markets Corporation, Member NYSE, FINRA, SIPC. There may be a need to do ACAT Transfers, Direct Rollovers, IRA Transfers, consolidation, or set up of a brokerage account to purchase some of the above referenced securities, or to hold securities that the customer already owns.

Clients will often pay a lower commission than the “full service” commission. This varies depending upon the research necessary and other broker services provided by the applicant and Gardner Financial Services Inc.

Research is used for all client accounts where it is deemed helpful to make an investment decision for the customer. Whether a client directly pays for this service is dependent upon the scope of other services being provided.

Procedures to direct the client to the services of a full service broker/dealer include careful analysis by the applicant. The applicant will draw from his 31 years experience in determining how to best achieve the goals and objectives of the client. We are obligated and committed to use all means available to us (including the services of a broker/dealer) to work towards the goals for the customer with reasonable and fair fees for the services provided.

However, a client always has the option to purchase products recommended through other broker dealers that are not affiliated with us.

#### **Performance Fees and Side-By-Side Management**

The Firm does not accept performance fees – that is, fees based on a share of capital gains or capital appreciation of client assets.

The Firm does not currently have side-by-side management conflicts.

#### **Types of Clients**

The Firm provides services to retail/individual investors and various institutional clients.

The Firm’s minimum account size for individuals is \$25,000 and \$50,000 for small entities/institutions. The Firm in its sole discretion reserves the right to negotiate lower account minimums.

#### **Methods of Analysis, Investment Strategies and Risk of Loss**

The Firm uses Modern Portfolio Theory to create specific portfolios for each client. Financial Planning questionnaires and software are also used to develop financial plans.

Cash Balances. The Firm may, from time to time, use a significant portion of cash or cash equivalents in its investment strategy based on its analysis of overall market factors.

\*\*\*\* THE MAJORITY OF THE INVESTMENT RECOMMENDATIONS MADE BY THE FIRM INVOLVE RISK, INCLUDING LOSS OF PRINCIPAL RISK. CLIENTS SHOULD BE PREPARED TO BEAR THE RISK OF LOSS WHEN INVESTING \*\*\*\*

### Disciplinary Information

The Firm has no disciplinary history at this time.

### Other Financial Industry Activities and Affiliations

#### *BROKER-DEALER*

Mr. Wixon is licensed in securities (Series 7, 24, 63) through Gardner Financial Services Inc., a registered broker/dealer, member FINRA, SIPC. He is in good standing at Gardner Financial Services Inc. and current on his registration. Note: Series 65 exam passed on 12-4-1998.

#### *INSURANCE COMPANY OR AGENCY*

Mr. Wixon is insurance licensed to offer fixed or variable products through various Insurance companies. Clients are not obligated to purchase insurance products but if client so chooses to execute the transaction client may pay a commission.

Current affiliations include: Allianz Life; The National Benefit Corp.; Genworth; Delta Dental; Jackson National Life; Lincoln Benefit Life; Lincoln National; Medica; Principal; Reassure; Unum Life; West Coast Life; John Hancock and MetLife.

#### *SELLS PRODUCTS OR SERVICES OTHER THAN INVESTMENT ADVICE TO CLIENTS.*

The Firm is often requested to give advice on many other types of products. If suitable and appropriate, other products may be implemented including various types of insurance. This will usually account for no more than 15% of work done for the average client. However, every client presents a different financial history, which must be analyzed, and decisions made as to an appropriate strategy going forward. The client's best interests are always served. This is our fiduciary responsibility and our promise to our clients.

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

The Firm and persons associated with the Firm ("Associated Persons") are permitted to buy or sell securities that it also recommends to clients consistent with the Firm's policies and procedures. The Firm has adopted a Code of Ethics that sets forth the standards of conduct expected of its associated persons and requires compliance with applicable securities laws. In accordance with Section 204A of the Advisers Act, its Code of Ethics contains written policies reasonably designed to prevent the unlawful use of material non-public information by the Firm or any of its associated persons. The Code of Ethics also requires that certain of the Firm's personnel (called "Access Persons") report their personal securities holdings and transactions and obtain pre-approval of certain types of investments such as initial public offerings and limited offerings. Additionally, the Firm's Chief Compliance Officer is charged with the responsibility of reviewing all personal securities trades on a monthly basis to mitigate risk and address the associated conflicts of interest.

Clients may contact the Firm to request a copy of its Code of Ethics. Unless specifically permitted in the Firm's Code of Ethics, none of the Firm's Access Persons may effect for themselves or for their immediate family (i.e., spouse, minor children, and adults living in the same household as the Access Person) any transactions in a security which is being actively purchased or sold, or is being considered for purchase or sale, on behalf of any of the Firm's clients.

### **Brokerage Practices**

The Firm shall generally recommend that clients utilize the brokerage and clearing services of Gardner Financial Services, Inc. and RBC Correspondent Services and its affiliates for investment management accounts. The factors the Firm considers in selecting and recommending broker dealers for client transactions and custody services are:

- Execution capability
- Speed of execution
- Commission and execution costs
- Financial responsibility
- Other factors as described in our written procedures

At this time, the Firm does NOT engage in soft dollar arrangements.

At this time, the Firm does NOT receive client referrals from a broker/dealer or other third party.

At this time, the Firm does NOT make use of block trading given the few individual equities are used in financial plans.

### **Review of Accounts**

If engaged to perform asset supervisory services, the Firm will normally review the client's investment portfolio quarterly. It is financial plan reviews be conducted on a periodic basis (usually every year), for more frequently if there are significant changes to the plan.

For those clients to whom the Firm provides investment management services, each client's asset allocation is developed in a client interview and after careful consideration of the client's risk tolerance, time horizon, liquidity needs and any social/ethical preferences. The Firm monitors client portfolios as part of an ongoing process while regular account reviews are conducted on a monthly basis.

Reviews are conducted by the Firm's compliance staff based on criteria outlined in the Firm's Policies and Procedures. All investment advisory clients are encouraged to discuss their needs, goals, and objectives with the Firm and to keep the Firm informed of any changes thereto. The Firm shall contact ongoing investment advisory clients at least annually to review its previous services and/or recommendations and to discuss the impact resulting from any changes in the client's financial situation and/or investment objectives.

Account Reviews may be documented or undocumented based on the nature of the review.

### **Payment for Client Referrals**

At this time, the Firm does not compensate anyone who is not an employee for client referrals.

### **Custody**

The Firm does NOT maintain custody of client assets. All assets are held at qualified custodians, other broker dealers, or mutual fund companies direct.

**Investment Discretion**

At this time, the Firm does not accept discretionary authority.

**Voting Client Securities**

At this time, the Firm does NOT vote client securities.

**Financial Information**

At this time, the Firm does not accept prepayment of more than \$1,200 in fees per client, six months or more in advance, does not have discretionary authority and is not required to disclose its balance sheet.