
Firm Brochure

(Part 2A of Form ADV)

BILL OAKES EA, CFP®

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This Brochure provides information about the qualifications and business practices of BILL OAKES EA, CFP®. If you have any questions about the contents of this Brochure, please contact us at (408) 703-5777 and/or BILLOEA@YAHOO.COM. 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 BILL OAKES EA, CFP® also is available on the SEC's website at www.adviserinfo.sec.gov.

BILL OAKES EA, CFP® is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Item 2 - Material Changes

Bill Oakes EA, CFP®, has enhanced its disclosure with respect to:

- Item 5 – **Fees and Compensation**

Hourly rate has been adjusted, effective January 1, 2018 to \$280 per hour.

Bill Oakes EA,CFP® encourages any client or prospective client to review this document in its entirety

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Item 4 - Advisory Business

The business is operated by William F. Oakes, born in 1954; educated at SUNY Oneonta (BA) and Boston University (MS). Previous business experience includes sole proprietor of tax and bookkeeping firm and corporate financial education instructor.

Bill Oakes EA, CFP® has been registered with the Department of Business Oversight in the State of California as a Registered Investment Adviser firm since 2009. Bill Oakes is 100% owner and sole principal of the firm.

We provide Fee-Only, hourly, as-needed financial planning and investment advice services to individuals from all walks of life and specialize in providing advice to individuals in their 20s through 70s. These services may be general in nature or focused on a particular area of interest or need, depending on the individual's unique circumstances.

An estimated 33% of our activities involve providing financial advice, which may include advice on income and expense planning, tax planning, insurance planning, estate planning, retirement planning and education planning, and an estimated 67% of our activities involve providing investment advice, which may include advice on asset allocation and investment selection.

Regarding the financial advice process, first, we gather information about the client's personal financial situation and then conduct a meeting with the client to clarify the client's personal financial information and determine the client's specific needs, objectives, goals and tolerance for risk. Then, we analyze the client's current financial situation and possible future scenarios, when appropriate. Next, we present a summary of significant observations, assumptions and recommendations in each area we were engaged to provide advice. The engagement is concluded upon completion of the presentation.

The client may re-engage us as needed. Periodic reviews are recommended and it is the client's responsibility to initiate these reviews.

Item 5 - Fees and Compensation

Bill Oakes EA, CFP® charges fees on a Fee-Only, hourly basis. Fees for financial planning and investment advice services are \$280 per hour, billed in six minute increments. We may also charge fixed fees that are based on our hourly rate multiplied by the approximate number of hours that are anticipated to provide the requested service.

Fees are negotiable at our sole discretion.

We may require a deposit for engagements in the amount of the lesser of \$500 or half of the total estimated fee. The balance of fees due is payable immediately upon presentation of the advice to the client. Fees will not be collected for services to be performed more than six months in advance and in excess of \$500. For each engagement, proposed services and an estimated fee range are detailed in the written service agreement. Either party may terminate an engagement upon written notice within five days of signing the service agreement, at which time no fees are due. If the client terminates the engagement after this date, the client is responsible for any fees already incurred.

In connection with using our services, the client may also incur separate fees and expenses that are charged by mutual funds and/or exchange traded funds (ETFs). We recommend that the client review the investment prospectus for a complete explanation of these fees and expenses. In addition, the client may also incur separate transaction costs or administration fees from brokerage firms. We recommend that the client obtain a complete schedule of fees from their brokerage firm.

We do not receive any portion of these other fees. We do not receive commissions or third-party payments of any kind. The only compensation we receive is in the form of hourly fees paid directly by the client.

No fees are received for client referrals nor are any fees or other economic benefit received from non-clients in connection with giving advice to clients.

Item 6 - Performance-Based Fees and Side-By-Side Management

Bill Oakes EA, CFP® does not charge fees based on a share of capital appreciation of the funds of an advisory contract, also known as performance-based fees. We also do not provide ongoing investment management services, so issues related to side-by-side management are not applicable.

Item 7 - Types of Clients

Bill Oakes EA, CFP® provides its services primarily to individuals. Advice provided on: exchange listed securities, corporate debt structures, certificates of deposit, municipal securities, investment company securities such as: variable life insurance, variable annuities, mutual fund shares, also US Government securities. We do not require minimums as to income, assets, net worth, length of engagement, revenues generated or other conditions for engaging our services.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

If Bill Oakes EA, CFP® is engaged to provide investment advice, first, we gather information about the client's personal financial situation and then conduct a meeting with the client to clarify the client's personal financial information and determine the client's specific needs, objectives, goals and tolerance for risk. We employ a fundamental, long-term, buy-and-hold philosophy in regards to investment advice. We favor a passive approach to investing.

Fundamental analysis is provided using the following sources of information: financial newspapers and magazines, research materials provided by others, corporate rating services, annual reports, prospectus and other filings with the Securities and Exchange Commission and Company press releases; client investment reports.

Then, we recommend a proper asset allocation based on the client's personal financial situation. We make asset allocation and investment policy decisions using our best judgment to help the client achieve their overall financial objectives and goals while minimizing risk exposure. We believe that the appropriate allocation of assets across diverse investment categories (i.e. stock vs. bond, foreign vs. domestic, large cap. vs. small cap., high quality vs. high yield, etc.) is the primary determinant of portfolio returns and is critical to the long-term success of a client's financial objectives and goals. Then, we recommend specific investments, primarily low-cost, no-load, index investments, to fill out the recommended asset allocation. Next, we recommend that the portfolio be maintained by rebalancing about annually and/or making adjustments as needed.

While we believe our investment strategy is designed to potentially produce the highest possible return for a given level of risk, it cannot guarantee that an investment objective or goal will be achieved. Some investment decisions made by us may result in loss, which may include the original principal amount invested. The client must be able to bear the various risks involved in investing,

which may include market risk, liquidity risk, interest rate risk, currency risk or political risk, among others.

Low-cost, no-load, index investments have the potential to be affected by tracking error risk, which is defined as a deviation from the stated benchmark index.

Item 9 - Disciplinary Information

Neither Bill Oakes EA, CFP® nor any of its personnel have been the subject of a reportable legal or disciplinary event.

Item 10 - Other Financial Industry Activities and Affiliations

Bill Oakes EA, CFP® is a member of the Financial Planning Association (FPA) and National Association of Enrolled Agents (NAEA), California Society of Enrolled Agents (CSEA), Mission Society of Enrolled Agents (MSEA), National Association of Professional Financial Advisors (NAPFA) and maintains the Certified Financial Planner (CFP) and Enrolled Agent (EA) licenses.

Our policies require that we conduct business activities in a manner that avoids actual or potential conflicts of interest between the firm, personnel and the client, or that may otherwise be contrary to law. We will provide disclosure to the client, prior to and throughout the term of an engagement, of any conflicts of interest which will or may reasonably compromise our impartiality or independence.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Bill Oakes EA, CFP® has adopted a code of ethics that sets forth the basic policies of ethical conduct for all associated persons of the firm. We accept the obligation not only to comply with the mandates and requirements of all applicable laws and regulation, but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities. We will be happy to provide a copy of our code of ethics to any client or prospective client, upon request.

Bill Oakes EA, CFP® will provide professional services with integrity, objectivity, competence, fairness including disclosure of lower fees for comparable service may be available from other sources; all potential material conflicts of interest will be disclosed which could be reasonably expected to impair the rendering of unbiased and objective advice; confidentiality, professionalism and diligence.

Neither Bill Oakes EA, CFP® nor any of its personnel are authorized to recommend or effect a transaction for a client involving any security in which the firm or a related party has a material financial interest, such as in the capacity as an underwriter, advisor to the issuer, etc. Additionally, we are prohibited from borrowing from or lending to a client, unless that client is an approved financial institution or is an immediate family member. In such instances, authorization for the loan must be granted in advance and documented in writing.

At times personnel and related parties may hold positions in investments that are also recommended to the client. We may make recommendations or take actions with respect to investments that may differ in the nature or timing from recommendations made to, or actions taken for, other clients or personnel. However, at no time will the personnel or any related party receive preferential treatment over the client.

Item 12 - Brokerage Practices

Bill Oakes EA, CFP® is not affiliated with any bank, custodian or brokerage firm. If we are engaged to provide investment advice, we will offer to use the service provider with whom the client's assets are currently maintained. If the client prefers to use a new service provider, we will recommend one based on the need, overall cost and ease of use for the client.

Our policy is to restrict any non-cash compensation, or soft dollars, that we may receive from a service provider to only that which enhances our ability to render quality advice and service to the client. Although we may recommend one or more service providers to the client, we derive no special benefit from doing so, nor do we pay up to receive additional services.

The only compensation we receive is in the form of hourly fees paid directly by the client. Therefore, we do not receive any additional compensation when the client engages a recommended brokerage firm or other service provider.

We do not require or engage in directed brokerage involving our accounts. We recognize our obligation in seeking best execution for our clients, however, it is our belief that the determinative factor is not always the lowest possible cost, but whether the selected service provider's transactions represent the best qualitative execution while also taking into consideration the full range of services provided. Therefore, we will seek services involving competitive rates, but that may not correlate to the lowest possible rate for every transaction. We periodically review our policies regarding recommending service providers, in light of our duty to seek best execution.

Item 13 - Review of Accounts

Bill Oakes EA, CFP® does not provide continuous monitoring of its financial planning and investment advice services. Periodic reviews are recommended and it is the client's responsibility to initiate these reviews. We remind the client to notify us of any changes to their personal financial situation.

Item 14 - Client Referrals and Other Compensation

Bill Oakes EA, CFP® does not receive, nor does it pay, any fees for client referrals.

Clients may be referred to appropriate professionals. Compensation is not received for referrals.

Item 15 - Custody

Bill Oakes EA, CFP® does not take custody of client cash, bank accounts or securities. The client's cash, bank accounts and securities will be maintained by unaffiliated, qualified custodians, such as banks, brokerage firms, mutual fund companies and transfer agents. The client will receive account statements directly from their service provider. These statements are typically provided on a monthly or quarterly basis or as account transactions occur.

We will not ask for, nor accept, any of the client's account access information, such as username and/or password, even for the accommodation of the client or the client's legal agent.

Firm personnel will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member.

Item 16 - Investment Discretion

Bill Oakes EA, CFP® does not provide discretionary investment management services, so issues related to investment discretion are not applicable.

Item 17 - Voting Client Securities

Bill Oakes EA, CFP® does not vote client securities. The client will maintain responsibility for directing the manner in which proxies are voted, as well as all other elections relative to mergers, acquisitions, tender offers or other events pertaining to the client's investments. The client will receive their proxies and other solicitations directly from the custodian or transfer agent for their investments.

Item 18 - Financial Information

Due to the nature of our services, an audited balance sheet is not required, nor included in this disclosure document. Bill Oakes EA, CFP® does not have any financial conditions that require further disclosure.

Item 19 - Requirements for State-Registered Advisers

None