

OMB APPROVAL

OMB Number: 3235-0049
Expires: February 28, 2011
Estimated Average burden
Hours per response.....4.07

FORM ADV

Uniform Application for Investment Adviser Registration

Part II - Page 1

Name of Investment Adviser: DAVID SETH MEYERS d/b/a MEYERS FINANCIAL ADVISORS						
Address:	(Number and Street)	(City)	(State)	(Zip Code)	Area Code:	Telephone Number:
	550 HALE ST	PALO ALTO	CA	94301	800-993-2994	

**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 government authority.**

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(Schedule 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: DAVID SETH MEYERS d/b/a MEYERS FINANCIAL ADVISORS	SEC File Number: 801-	Date: 11/12/2009
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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 %
 - (2) Manages investment advisory accounts not involving investment supervisory services..... %
 - (3) Furnishes investment advice through consultations not included in either service described above... %
 - (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:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- 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

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1)

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MEYERS FINANCIAL ADVISORS

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

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

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

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

- | | |
|---|--|
| (1) <input type="checkbox"/> Charting | (4) <input type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input type="checkbox"/> Other (explain on Schedule F) |
| (3) <input 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 type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the
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
(securities held at least a year) | (5) <input type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input type="checkbox"/> Option writing, including covered options,
uncovered options or spreading strategies |
| (3) <input type="checkbox"/> Trading (securities sold within 30 days) | (7) <input type="checkbox"/> Other (explain on Schedule F) |
| (4) <input type="checkbox"/> Short sales | |

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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, please 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 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
- year of birth
- formal education after high school
- 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.)

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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 sell for itself securities it also recommended 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.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

10. Conditions for Managing Accounts. Does the applicant provide investment advisory 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 condition 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 account, 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.
See attached Schedule F

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

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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 <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) amount of securities to be bought or sold? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) broker or dealer to be used? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (4) commission rates paid? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

- B. Does applicant or a related person suggest brokers to clients? Yes No

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:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for product 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 <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| B. directly or indirectly compensates any person for client referrals? | Yes <input type="checkbox"/> | No <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:

- has custody of client funds or securities (unless applicant is registered or registering only with the Securities and Exchange Commission); or
 - 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

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

Applicant: DAVID SETH MEYERS d/b/a MEYERS FINANCIAL ADVISORS	SEC File Number: 801-	Date: 11/12/2009
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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: DAVID SETH MEYERS	IRS Empl. Ident. No.:
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Item of Form (identify)	Answer
	<p>Meyers Financial Advisors (the Advisor) provides financial planning and investment advice on a fee-only basis. Services may be engaged on an hourly-fee, flat-fee per project, or asset-management basis.</p> <p>The primary clients of the Advisor are individuals and small businesses for whom advice and plans are prepared and presented regarding cashflow and debt management, asset allocation, risk management, financial objective determination, retirement planning, estate planning, tax planning and investment selection and management.</p> <p>The Advisor conducts a preliminary free interview during which it may be determined what services would best meet the client's needs.</p> <p>For comprehensive financial planning clients, data gathering includes having the client fill out a questionnaire as well as providing the Advisor copies or summaries of various other documents including but not limited to client's investment and retirement plan account statements, wills, insurance documentation, trust documents and employer benefit plans. The Advisor and client determine goals and objectives and tolerance for risk and the Advisor prepares analyses of the client's current financial situation. For hourly-fee or fixed project clients, the engagement is completed upon presentation of the analysis, recommendations or plan to the client. The Advisor recommends regular periodic follow-up and review of client's situations and it is the client's responsibility to initiate these reviews.</p> <p>Meyers Financial Advisors charges fees on an hourly, fee-only basis. Hourly fees are billed in 10 minute increments and will not exceed \$300 per hour. Flat rate projects are estimated based on an internal rate of \$300 per hour. Fees are negotiable at the sole discretion of Meyers Financial Advisors. Time spent drafting correspondence and advisory documents, conducting research for a client, and reviewing materials in connection with a planning project are also billable.</p> <p>For initial engagements, the Advisor requires a deposit in the amount of the lesser of \$500 or 50% of the estimated fee. The balance of fees due are payable immediately upon presentation of the plan or advice to the client. Projects spanning more than 3 months will be billed quarterly. Fees are not collected for services to be provided more than 6 months in advance. Meyers Financial Advisors does not and will not have custody of client funds or assets.</p> <p>Termination and Refunds</p> <p>The engagement may be terminated at any time by either party upon written notice to the other party. If the engagement is terminated within 5 business days of signing the client service agreement, no fees would be due and any unearned prepaid fees would be refunded.</p> <p>Should client terminate the engagement after this date, client is responsible and will be invoiced for any time charges incurred by Meyers Financial Advisors in the preparation of their plan or project. In the event of termination of the engagement, any prepaid unearned fees shall be refunded to the client.</p>

(Complete amended pages in full, circle amended items and file with execution page (page 1)).

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Applicant: DAVID SETH MEYERS d/b/a MEYERS FINANCIAL ADVISORS	SEC File Number: 801-	Date: 11/12/2009
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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: DAVID SETH MEYERS	IRS Empl. Ident. No.:
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Item of Form (identify)	Answer
1. D (cont)	<p>Asset management service fees are based on a percentage of assets under management and are negotiable at the sole discretion of Meyers Financial Advisors. Asset management fees are 1% of assets. Asset management fees are quoted on an annual basis and charged by the calendar quarter in arrears. For mid-quarter commencement of asset management services, the fees will be pro-rated. Asset management services may be terminated by either party at any time by providing a written notification to the other party. Upon termination the client is responsible for pro-rated asset management fees for the quarter-to-date and will be invoiced.</p> <p>Fees paid to Meyers Financial Advisors are completely separate from the fees and expenses charged by mutual fund companies, brokers, and other investment managers and organizations that the client may use to implement investment or financial planning strategies. Clients are responsible for the fees of these service providers, including any transaction fees and expenses. Meyers Financial Advisors does not share in any fees charged by these service providers.</p> <p>Clients are encouraged to read the applicable prospectus before investing in mutual funds or other securities and to obtain a complete schedule of fees from discount brokers or portfolio managers before entering into any agreements.</p> <p>Required Disclosures</p> <p>Lower fees for comparable services may be available from other sources. Clients hiring Meyers Financial Advisors on an hourly basis or for financial planning are under no obligation to hire Meyers Financial Advisors to implement any investment recommendations.</p>
3. L.	<p>Types of Investments</p> <p>Meyers Financial Advisors may offer advice on 529 plans, Real Estate Investment Trusts, Real Estate and Exchange Traded Funds (ETFs).</p>
5.	<p>Education and Business Standards</p> <p>Meyers Financial Advisors employees who render investment or financial planning advice to clients must be college graduates or have equivalent relevant business experience. Meyers Financial Advisors personnel must have and maintain all licences required by applicable rules and laws.</p> <p>Any employee of Meyers Financial Advisors providing investment advice to clients is required to meet the specific state registration examination/licensing requirements in order to provide such advice.</p>

(Complete amended pages in full, circle amended items and file with execution page (page 1).)

**Schedule F of
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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: DAVID SETH MEYERS	IRS Empl. Ident. No.:
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Item of Form (identify)	Answer
6.	<p>Education and Business Background</p> <p>Name: David S. Meyers Year of Birth: 1969 Education: Emory University, Atlanta, GA, Bachelor of Science in Applied Physics, 1990 Georgia Institute of Technology, Atlanta, GA, Masters of Science in Applied Mathematics, 1993 Certificate in Financial Planning from Boston University's Center for Professional Education, 2009 Passed CFP(R) exam in 2009 Business Experience: Salomon Brothers, Vice President, Fixed Income Quantitative Analyst, Arbitrage Group, 1994-1998 Invesco, Fixed Income Quantitative Analyst, Institutional Fixed Income Group, 1999-2006 Fortis Investments, Quantitative Analyst, Fixed Income and Structured Products, 2006-2008 Meyers Financial Advisors, Owner, Investment Advisor and Financial Planner, 2009</p>
9.	<p>Code Of Ethics</p> <p>At times, employees and other related parties to the Advisor may hold positions in securities that may also be recommended to clients. At no time will Advisor or any related party receive preferential treatment over clients.</p> <p>The Advisor adheres to the NAPFA Code of Ethics. This may be found online at <http://www.napfa.org/about/CodeofEthics.asp> and a printed copy will be made available upon request to all clients or prospective clients</p> <p>Conflicts of Interest</p> <p>Conflicts of interest exist in the area of securities trading because the advisor may invest in the same securities recommended to clients. To minimize this conflict of interest, the advisor will almost always limit investment recommendations to widely traded securities issued by established companies or mutual funds invested in such securities.</p> <p>The advisor's sole form of compensation is advisory fees paid directly by his clients. The advisor earns no commission income from any client transaction and no advisory fees are based on performance or on a share of capital gains. Meyers Financial Advisors is not paid any compensation from brokerage firms or investment companies.</p> <p>The client is under no obligation to act upon the advisor's recommendations, and if the client elects to act upon any of the advisor's recommendations, the client is under no obligation to effect such transactions through the advisor.</p> <p>All material conflicts of interest under CCR Section 260.238 (k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.</p>

(Complete amended pages in full, circle amended items and file with execution page (page 1)).

**Schedule F of
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Applicant: DAVID SETH MEYERS d/b/a MEYERS FINANCIAL ADVISORS	SEC File Number: 801-	Date: 11/12/2009
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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: DAVID SETH MEYERS		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
11. A, B.	<p>Review of Accounts:</p> <p>Recommendations, advice and portfolio reviews are provided solely by David Meyers. Reviews of investment accounts and client net worth are performed as needed for financial advice upon request by the client. For hourly-fee or flat-fee clients, the engagement terminates upon delivery of advice or plan to the client. No ongoing or automatic reviews of these accounts will be provided by the Advisor, though the Advisor recommends that all clients engage in regular periodic review of accounts and it is the responsibility of the client to initiate these reviews.</p> <p>Portfolio summaries may be prepared by the Advisor when providing asset allocation and investment advice. These summaries will be made available to the clients at their request or as part of written advice or plans. The Advisor does not provide ongoing performance reporting. Clients will receive account statements directly from custodians, brokerage firms, mutual funds or other financial service companies used by clients to implement any investment advice. Typically such statements are provided on a monthly or quarterly basis and as transactions occur.</p>	
12. B	<p>Investment or Brokerage Suggestions</p> <p>The Advisor may recommend brokers to clients. Factors considered are comparative fees, services provided, investment products available and reputation. The Advisor receives no commission as a result of client implementing recommendations.</p> <p>The Advisor may receive non-cash benefits from discount brokers recommended to clients. These benefits may include electronic client statements, discounts on investment research, educational materials and software. It is the Advisor's policy to restrict non-cash compensation to products and services that directly enhance the Advisor's ability to provide quality advice and service for clients.</p>	
Proxy Voting	<p>The Advisor does not vote proxies on behalf of clients. Clients may request the Advisor's recommendations, however.</p>	
Massachusetts Disclosure	<p>The disciplinary history, if any, of investment advisors and investment advisor representatives may be obtained from the Massachusetts Securities Division by calling (617) 727-3548</p>	

(Complete amended pages in full, circle amended items and file with execution page (page 1).)

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

Applicant: DAVID SETH MEYERS d/b/a MEYERS FINANCIAL ADVISORS	SEC File Number: 801-	Date: 11/12/2009
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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: DAVID SETH MEYERS	IRS Empl. Ident. No.:
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Item of Form (identify)	Answer
	<p>Fair, Equitable and Ethical Principles (CCR § 260.238):</p> <p>Meyers Financial Advisors is a fiduciary and has a duty to act primarily for the benefit of our clients. As a fiduciary we act in good faith and exercise the highest standard of care. We are loyal to our clients and avoid or disclose any conflict of interest that could impair the advice given to our clients. We also have the duty and responsibility to only engage in activities that promote fair, equitable and ethical principles.</p>

(Complete amended pages in full, circle amended items and file with execution page (page 1)).