

**Gordian Advisors, LLC**

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Form ADV, Part 2A: Firm Brochure

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**This brochure provides information about the qualifications and business practices of Gordian Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at (520) 615-2779, or at [dave@gordianadvisors.com](mailto:dave@gordianadvisors.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 Gordian Advisors, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

Any reference to Gordian Advisors, LLC as a "registered investment adviser" does not imply any certain level of skill or training.

Material Changes

The Form ADV, Part 2 for Gordian Advisors, LLC, was last updated on June 28, 2016. The only material changes in this updated Form ADV, Part 2A brochure are additional language regarding Gordian Advisors' role as a fiduciary in Advisory Business on page 3 and updated client asset data on page 4. There has been no other material change in the individuals associated with Gordian Advisors, LLC, and no change in the firm's ownership, the firm's business practices, the firm's business relationships or the firm's fee structure.

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## **ADVISORY BUSINESS**

Gordian Advisors, LLC (Gordian) was established in October, 2002 (in the form of Gordian Advisors) by David Hamra. Gordian offers comprehensive financial planning which incorporates investment advice, retirement planning, education saving, estate planning, tax planning, insurance review and any other financial issues that are relevant to the client.

As a registered investment advisor, Gordian acts as a fiduciary in its dealings with clients. Gordian is also held to the fiduciary standards of the CFP Board's Standards of Professional Conduct. These standards include, but are not limited to, recommendations being in the best interest of the client based on a prudent professional standard of care and loyalty to the client's interests above Gordian's interests.

If a client account is subject to the provisions of the Employment Retirement Income Security Act of 1974 (ERISA), as amended, or corresponding provisions of the Internal Revenue Code, as amended, Gordian acknowledges that it is a "fiduciary" with respect to performing its duties under these provisions.

Gordian manages portfolios consisting primarily of mutual funds. While not actively managing portfolios of individual stocks, Gordian will monitor individual holdings in conjunction with a client's managed portfolio of mutual funds to maintain proper asset allocation. Individual fixed income securities may be used to maintain a balanced portfolio in larger accounts. Gordian uses no-load mutual funds, including index and actively managed funds, and closed-end index funds commonly known as exchange-traded funds (ETF's). Any options strategies are limited to hedging the risk of current holdings and are not used for speculation and margin (borrowing against the value of a client's portfolio) is used only at the client's request and to address a specific goal, not as an ongoing strategy. If a load fund (a fund with a sales charge) is the best available option to meet the investment objectives, it will be purchased at net asset value and without a sales charge. Likewise, there may be circumstances in which a fund that charges an annual marketing or distribution fee (commonly referred to as a 12b-1 fee) is utilized (for example, money market funds associated with the broker dealer, funds chosen by the client, funds offered with no transaction by the broker dealer, or specialty mutual funds). Gordian receives no compensation from 12(b)1 charges and will select the available fund class that is most cost effective for the client. Gordian does not participate in wrap fee programs.

Because investments are part of a comprehensive plan, Gordian tailors its advisory services to the individual needs of clients. Each client's portfolio is based on the client's overall goals and needs and tolerance for risk. The disposition of individual securities held by the client at the establishment of the relationship with Gordian is discussed with and approved by the client. Gordian may determine the timing and amount of the disposition once the client has approved the sale. While Gordian will make every effort to enforce a client's request to impose restrictions on investing in certain securities or types of securities, the broad diversification of mutual funds may make that restriction difficult. (If a client did not want to invest in a particular company or industry, Gordian would not purchase securities directly issued by that company or industry. However, a diversified mutual fund may have some ownership in that company or ownership, and it may not be in the client's best interest to avoid mutual funds solely to avoid minor exposure to the company or industry.)

PRINCIPAL OWNERS - David A. Hamra and Michael A. Burdick are the sole owners of Gordian. Further information regarding Mr. Hamra and Mr. Burdick can be found in the Principal Officers section on page 8. Gordian has no subsidiaries or other businesses.

TYPES OF ADVISORY SERVICES - Gordian manages portfolios on a fully discretionary basis (that is, Gordian has the authority to decide which securities to purchase and sell for the client) and also advises clients on a non-discretionary basis.

Gordian creates comprehensive financial plans, of which a recommended investment strategy is a part, as a separate service. Gordian also performs portfolio reviews and portfolio consulting on a fee-for-service basis and makes investment recommendations. In these capacities, Gordian is not involved in the investment selection or the implementation of the portfolio. The client is under no obligation to act upon Gordian's recommendations, and if the client elects to act on any of Gordian's recommendations, the client is under no obligation to effect the transaction through Gordian.

CLIENT ASSETS – As of December 31, 2016, Gordian managed \$48,650,000 of client assets on a discretionary basis and \$23,800,000 of client assets on a non-discretionary basis.

## FEES AND COMPENSATION

Gordian operates on a "fee-only" basis, which means that Gordian is compensated solely for its advice and receives no compensation from the sale of any investments, products or services. The fees for a managed or advisory portfolio are based on an annual percentage of assets, with a minimum fee of \$2000 per year (\$500 per quarter). (On smaller accounts, the minimum annual fee may exceed the 1.1% annual percentage listed below.)

### FEE SCHEDULE –

Annual management fees, which are negotiable, are as follows:

Annual percentage	Account value	Total Assets
1.1%	on the first \$200,000	\$0 - \$200,000
plus 0.9%	on the next \$300,000	\$200,001 - \$500,000
plus 0.7%	on the next \$500,000	\$500,001 - \$1,000,000
plus 0.6%	over \$1,000,000	\$1,000,001 +

(Clients of Gordian Advisors who entered into a management agreement prior to June 29, 2010 may be charged under the terms described in Gordian's Form ADV disclosure in effect at that time.)

This "tiered" fee schedule is intended to accommodate fluctuating portfolio values. For example, a portfolio of \$400,000 would pay an annual fee of \$4,000 (1.1% of the first \$200,000 and 0.9% on the next \$200,000) for a total fee of 1% of the total portfolio value, while a portfolio of \$1,000,000 would pay an annual fee of \$7,900 (1.1% on the first \$200,000, 0.9% on the next \$300,000 and 0.7% on the remaining \$500,000) for a total fee of 0.79% of the total portfolio value.

In some circumstances Gordian will charge a flat annual fee for its investment management and financial planning services. Services are billed in arrears at the end of each calendar quarter with a minimum fee of \$2000 per annum (\$500 per quarter); there is no maximum fee. The fee is based on net worth, assets managed and complexity of client's financial situation. If services begin on any day other than the first day of the quarter the fee for that period will be prorated. The fee will be reviewed annually and adjusted for changes in the client's situation and inflation.

The fee for comprehensive financial plans, portfolio consulting and other project work is either billed at \$150 per hour or performed on a “flat fee” basis in agreement with the client.

For all services, lower fees for comparable services may be available from other sources.

**FEE PAYMENT AND BILLING** - Clients may choose whether to have fees deducted from their accounts or to be billed for fees incurred. Fees are charged either monthly or quarterly, in arrears, based on the month-end or quarter-end account balance. If management or advisory services are provided for a partial period the fee will be pro-rated.

Services performed on an hourly or project basis are billed as completed.

**OTHER FEES** – Clients will pay other fees such as custodian fees, mutual fund expenses, brokerage fees and other transaction costs. Gordian receives no compensation whatsoever from any of these fees. Please refer to Brokerage Practices on page 6 for more information.

**PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**– Gordian does not impose performance-based fees, that is, fees based on a share of capital gains on or capital appreciation of the client’s assets.

## **TYPES OF CLIENTS**

Gordian generally provides investment advice to individuals, trusts and retirement plans. Gordian requires a minimum account size of \$100,000 for a managed account. This minimum requirement may be waived under extenuating circumstances at the discretion of Mr. Hamra or Mr. Burdick. Consulting and project services have no minimum asset requirement.

## **METHODS OF ANALYSIS, INVESTMENT STRATEGY AND RISK OF LOSS**

Gordian’s investment strategy relies on maintaining a diversified portfolio that is consistent with the client’s long-term goals needs and tolerance for risk. The fundamental factor is the allocation of the portfolio, or how much of the portfolio is invested in stocks, bonds and other asset categories. Even when investing in diversified mutual funds and ETF’s, investing in securities involves risk of loss that clients should be prepared to bear. These risks include, but are not limited to:

- Market risk (also known as systematic risk) – risk that is common to all securities of the same general class (such as stocks or bonds) regardless of the merits of a particular stock or bond; in other words, if the overall stock market declines, it is likely that all stocks will decline.
- Interest rate risk – risk that changes in interest rates will affect the value of bonds; if interest rates go up, bond prices will typically fall, and vice versa.
- Selection (manager) risk – risk that the mutual funds chosen will not perform as well as other funds that invest in similar securities.
- Allocation risk – risk that the portfolio’s diversification will not correspond to the client’s long-term goals and needs.
- Inflation risk – risk that inflation (increase in prices) will erode the client’s purchasing power if the portfolio does not keep pace with inflation.
- Liquidation risk – risk that an unanticipated need to sell securities may come at a period of market decline.

## **DISCIPLINARY INFORMATION**

There have been no legal or disciplinary events whatsoever involving Gordian, Mr. Hamra, Mr. Burdick or Denis Smirnov. This includes criminal or civil actions, proceedings before any regulatory body and proceedings involving self-regulatory organizations.

## **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Neither Gordian, Mr. Hamra, Mr. Burdick nor Mr. Smirnov has any other financial industry activities or affiliations. Mr. Hamra, Mr. Burdick and Mr. Smirnov are members of industry groups that enhance Gordian's ability to serve its clients; these groups are not involved in securities activities and present no conflicts of interest for clients.

Gordian has no business relationships or arrangements that are material to its investment advisory business or to clients. Gordian does refer clients to other professionals such as attorneys or tax professionals but these referrals are made without compensation and without expectation of reciprocation.

## **ETHICS AND TRADING**

**CODE OF ETHICS** - Gordian's code of ethics requires that the best interests of the client be upheld at all times and prohibits any conduct that is in conflict with the client's interests. The code of ethics will be provided to any client or prospective client upon request.

**PERSONAL TRADING** – Mr. Hamra, Mr. Burdick and Mr. Smirnov personally invest in the same investments recommended to clients and may do so at the same time as in client accounts. These investments are in open-end mutual funds and exchange-listed securities and are not in large enough amounts to have any influence on the price or performance of these investments. These personal investments represent no conflict of interest with the best interests of clients.

## **BROKERAGE PRACTICES**

**SOFT DOLLAR BENEFITS** – “Soft dollar” benefits are services such as research and other services other than execution of transactions that are paid for through commission revenue rather than direct payment. Gordian Advisors may receive discounts on purchases of software or technology services and software license renewals as a result of its relationship with SSG or Schwab. Any software or technology services are used to service and benefit all clients. All transaction fees are determined by the custodian and are the same for all clients of each custodian.

**DIRECTED BROKERAGE** - Gordian does not have the discretionary authority to select a broker or negotiate commissions on behalf of clients. Each client will select his own broker and direct Gordian to work with that broker. If a client selects his own broker, Gordian is unable to negotiate commissions and this may cost the client more money.

Not all advisers require their clients to direct brokerage (select a particular custodian for their account). Gordian routinely suggests the brokerage services of either Shareholder Services Group (SSG) or Charles Schwab (Schwab) as the custodian for client accounts. This recommendation is based solely on the

convenience of monitoring and servicing these brokerage accounts on the clients' behalf and to avoid the costs of having individual accounts at multiple custodians. While the commissions charged by SSG and Schwab are well below those of full-service brokers and are competitive with many discount brokers, Gordian may be unable to achieve most favorable execution (lowest cost and most timely) of client transactions, and this may cost clients more money. Gordian receives no compensation or client referrals for recommending particular brokers. Gordian is not affiliated with any brokerage firm. No brokerage firm supervises Gordian, its agents or its investment activities.

Gordian Advisors believes that the recommendation of these brokerage services is consistent with its obligations to its clients. However, each client should evaluate this or any other recommendation to determine if the brokerage and custodial services provided and the commission charges and transaction rates charged by SSG or Schwab are reasonable and meet the client's needs.

Because client portfolios are individually managed, Gordian does not aggregate the purchase or sale of securities for various client accounts. This means that each client pays the cost of each transaction in the client's account, rather than a portion of the cost for an aggregated transaction, which could cost the client more money.

#### **REVIEW OF ACCOUNTS**

Mr. Hamra and Mr. Burdick will be the reviewers of, and will share responsibility for, all accounts. Mr. Smirnov will participate in account reviews with final approval by Mr. Hamra or Mr. Burdick. Reviews will be conducted quarterly to verify that accounts are within client guidelines and to confirm client financial circumstances and objectives. These reviews do not include written reviews. Interim reviews will be conducted immediately at the request of the client or upon notification of a material change in client financial circumstances or objectives.

Clients receive comprehensive quarterly account reports including all account positions, values, and change in value. Confirmations of transactions are provided at the time of the transaction. Clients with large accounts may receive quarterly performance reports and/or annual summaries of activity, gains and losses.

#### **CLIENT REFERRALS**

Gordian does not directly or indirectly compensate any party for client referrals. Likewise, Gordian receives no direct or indirect compensation from any party for client referrals.

#### **CUSTODY**

Gordian does not take or have custody of client funds or securities. Custody is maintained by a qualified custodian. Gordian is not affiliated with any custodian. The custodian does not supervise Gordian, its agents or its investment activities.

#### **INVESTMENT DISCRETION**

Gordian manages portfolios on a fully discretionary basis (that is, Gordian has the authority to decide which securities to purchase and sell for the client) and also advises clients on a non-discretionary basis.

Discretionary authority is authorized by the client through the contract with Gordian and also through documentation with the custodian.

### **VOTING CLIENT SECURITIES**

Gordian does not accept authority to vote client securities; clients retain all proxy voting authority. Clients will receive proxies and other solicitations directly from the custodian or a transfer agent. On client request, Gordian will evaluate and explain a voting issue to the client.

### **FINANCIAL INFORMATION**

Gordian does not accept prepayment of client fees and is therefore not required to provide a balance sheet. Gordian has no financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients. Neither Gordian nor any of its officers have ever been the subject of a bankruptcy petition.

### **REQUIREMENTS FOR STATE-REGISTERED ADVISERS**

**PRINCIPAL OFFICERS** - David Hamra and Michael Burdick are the officers of Gordian. In addition to providing investment advice, each spends more than half his time providing comprehensive financial planning. They have no other investment-related activities.

While not an officer of Gordian, Denis Smirnov participates in all aspects of Gordian's business, including providing investment advice and comprehensive financial planning. Mr. Smirnov has no other investment-related activities.

**EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE** - Mr. Hamra was born in 1957 and holds a Bachelor's degree in Economics (magna cum laude) from Washington & Lee University and a Master's degree in Business Administration from the Graduate School of Business at Harvard University. He is also a CERTIFIED FINANCIAL PLANNER® professional and a Certified Divorce Financial Analyst.

Prior to founding Gordian Advisors in 2002, Mr. Hamra spent three years at Greenberg Financial Group, a Tucson broker/dealer and registered investment adviser, as a registered principal and compliance officer. His background includes two and a half years as Chief Administrative Officer of Bradford & Marzec, Inc., an institutional fixed income management firm in Los Angeles, and nine years as a Principal at The Vanguard Group of Investment Companies in Phoenix and Philadelphia.

Mr. Burdick was born in 1944 and holds a Bachelor's degree in Mechanical Engineering from Purdue University and Master's degree in Business Administration from Case Western Reserve University. He is also a CERTIFIED FINANCIAL PLANNER® professional.

For the first 32 years of his career Mr. Burdick worked in various marketing, sales, and product development positions for Caterpillar Inc. and subsidiary companies. Following retirement from Caterpillar he joined Raskob Kambourian Financial Advisors. After working at Raskob Kambourian for almost ten years he joined Gordian Advisors as a partner in 2010.

Mr. Smirnov was born in 1977 and holds a Bachelor's degree in Business Administration from the Ross School of Business at the University of Michigan. He is also a CERTIFIED FINANCIAL PLANNER® professional.

Mr. Smirnov worked for six years on Wall Street, most recently in the Equity Strategy group at institutional research firm Sanford Bernstein. He then spent four years as a financial advisor with



Raymond James in Ann Arbor, Michigan. Prior to joining Gordian Advisors in 2013, Mr. Smirnov spent 18 months as a proprietary trader utilizing a variety of sophisticated market-neutral trading strategies.

DISCIPLINARY INFORMATION - Neither Mr. Hamra, Mr. Burdick nor Mr. Smirnov has been involved in any legal or disciplinary events whatsoever and has not been involved in any arbitration claim, civil, self-regulatory organization or administrative proceeding.

All material conflicts of interest which could be reasonably expected to impair the rendering of unbiased and objective advice have been disclosed regarding Gordian, its representatives and any of its employees.