

FORM ADV

Uniform Application for Investment Adviser Registration

Part II - Page 1

Name of Investment Adviser: Jill D. Hollander dba Financial Connections				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone Number:
2308 Ninth St. #302	Berkeley	CA	94710	(510) 849-4667

**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 governmental authority.**

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(Schedules 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: Jill D. Hollander dba Financial Connections	SEC File Number: 801-57202	Date: 03/19/2001
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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:**
- | | | |
|-------------------------------------|---|---------|
| <input type="checkbox"/> | (1) Provides investment supervisory services | _____ % |
| <input checked="" type="checkbox"/> | (2) Manages investment advisory accounts not involving investment supervisory services | 95% |
| <input checked="" type="checkbox"/> | (3) Furnishes investment advice through consultations not included in either service described above | 5% |
| <input type="checkbox"/> | (4) Issues periodicals about securities by subscription | _____ % |
| <input type="checkbox"/> | (5) Issues special reports about securities not included in any service described above | _____ % |
| <input type="checkbox"/> | (6) Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities | _____ % |
| <input type="checkbox"/> | (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities | _____ % |
| <input type="checkbox"/> | (8) Provides a timing service | _____ % |
| <input type="checkbox"/> | (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)
- | | |
|--|--|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input type="checkbox"/> (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)
- | | |
|--|---|
| <input checked="" type="checkbox"/> A. Individuals | <input checked="" type="checkbox"/> E. Trusts, estates, or charitable organizations |
| <input type="checkbox"/> B. Banks or thrift institutions | <input type="checkbox"/> F. Corporations or business entities other than those listed above |
| <input type="checkbox"/> C. Investment companies | <input type="checkbox"/> G. Other (describe on Schedule F) |
| <input type="checkbox"/> 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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3. Types of Investments. Applicant offers advice on the following: (check those that apply)

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

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

- A. Applicant's security analysis methods include: (check those that apply)
- (1) Charting
 - (2) Fundamental
 - (3) Technical
 - (4) Cyclical
 - (5) Other (explain on Schedule F)
-
- B. The main sources of information applicant uses include: (check those that apply)
- (1) Financial newspapers and magazines
 - (2) Inspections of corporate activities
 - (3) Research materials prepared by others
 - (4) Corporate rating services
 - (5) Timing services
 - (6) Annual reports, prospectuses, filings with the Securities and Exchange Commission
 - (7) Company press releases
 - (8) Other (explain on Schedule F)
-
- C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)
- (1) Long term purchases (securities held at least a year)
 - (2) Short term purchases (securities sold within a year)
 - (3) Trading (securities sold within 30 days)
 - (4) Short sales
 - (5) Margin transactions
 - (6) Option writing, including covered options, uncovered options or spreading strategies
 - (7) Other (explain on Schedule F)

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

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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, 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 given to 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 sells for itself securities that it also recommends 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.)

10. Conditions for Managing Accounts. Does the applicant provide investment supervisory 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 conditions 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 accounts, 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.

Financial planning is available to all investment management clients at any time. Financial Connections reviews client accounts at least monthly. Quarterly reviews in the office are offered to clients as part of our service. Financial Connections prepares and mails quarterly statements showing investments in each mutual fund, individual fund performance, and overall portfolio rate of return. Individual meetings at the close of each quarter are suggested with no additional costs incurred by the client. Accounts are reviewed by Jill D. Hollander and Brian Pon.

Reviews for financial planning clients (no management of investments) are done at the client's request.

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

Financial planning is available to all investment management clients at any time. Financial Connections reviews client accounts at least monthly. Quarterly reviews in the office are offered to clients as part of our service. Financial Connections prepares and mails quarterly statements showing investments in each mutual fund, individual fund performance, and overall portfolio rate of return. Individual meetings at the close of each quarter are suggested with no additional costs incurred by the client. Accounts are reviewed by Jill D. Hollander and Brian Pon.

Reviews for financial planning clients (no management of investments) are done at the client's request.

Applicant: Jill D. Hollander dba Financial Connections	SEC File Number: 801-57202	Date: 03/19/2001
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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 checked="" type="checkbox"/> | No <input type="checkbox"/> |
| (2) amount of the securities to be bought or sold? | Yes <input checked="" type="checkbox"/> | No <input 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 products 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 No
- B. directly or indirectly compensates any person for client referrals? Yes No

(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; 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: Financial Connections	SEC File Number: 801- 57202	Date: 3/19/01
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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: Jill D. Hollander dba Financial Connections	IRS Empl. Ident. No.: 94-3345576
Item of Form (identify) Part II pg. 2 Para. 1 D	Answer FINANCIAL CONNECTIONS develops customized portfolios of no-load mutual funds (without prior approval of the client) attempting to reflect the needs, objectives, time horizon and risk tolerance of each client. The funds are deposited with a discount broker. Results of investments are prepared in quarterly reports available for review with the client. The client is responsible for reviewing the invoice for accuracy. Fee schedule for existing clients with assets under \$500,000: Fee Schedule: Annual charges 1.4% up to \$250,000 of assets under management 1.0% from \$250,001 up to \$1,000,000 of assets under management 0.75% on amounts from \$1,000,001- 2,000,000 0.65% on amounts from \$2,000,001 – 3,000,000 0.50% on amounts in excess of \$3,000,000 FINANCIAL CONNECTIONS offers clients financial planning as part of their asset management fees. Fee schedule for new and existing clients with assets over \$500,000 Fee Schedule: Annual charges 1.0% up to \$1,000,000 of assets under management 0.75% on amounts from \$1,000,001- 2,000,000 0.65% on amounts from \$2,000,001 – 3,000,000 0.50% on amounts in excess of \$3,000,000 Separately managed accounts billed at 0.45% Minimum account size \$500,000. Includes financial planning and 3 hours towards tax preparation services. Exceptions may be made for referrals from existing clients. Payment of fees is made by the custodian holding the client’s funds and securities. An exception may be made for payment direct by the client if the accounts are retirement accounts only. However, three criteria must be met when payment is made by the custodian: 1) the client provides written authorization permitting the fees to be paid directly from the client’s account held by the independent custodian, 2) FINANCIAL CONNECTIONS sends to the client and the custodian at the same time, a bill showing the amount of the fee, the value of the client’s assets on which the fee was based, and the specific manner in which the fee was calculated, and 3) the custodian agrees to send the client a statement, monthly, indicating all amounts disbursed from the account including the amount of advisory fees paid directly to FINANCIAL CONNECTIONS. FINANCIAL CONNECTIONS does not and will not have custody of client’s funds or securities. Nor may FINANCIAL CONNECTIONS authorize other disbursements of funds from client accounts. The custodian does not warrant the accuracy of the invoice. For non-asset management clients, fees are: Hourly @ \$150 per hour By project On retainer

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

**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant: Financial Connections	SEC File Number: 801- 57202	Date: 3/19/01
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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: Jill D. Hollander dba Financial Connections		IRS Empl. Ident. No.: 94-3345576
Item of Form (identify)	Answer	
	<p>Minimum fee for non-asset management is \$500</p> <p>Tax preparation is billed at \$150 per hour.</p> <p>Unless FINANCIAL CONNECTIONS and the Client agree that particular assets are specifically excluded from the Client's account(s), our fees shall be calculated on the total value of all mutual funds, stocks, bonds, cash and money market positions held in the Client's investment account(s) on the last day of each calendar quarter based on the Schwab Account Statement(s). The fees are payable in arrears on a quarterly basis. These fees are in addition to any transaction fees or commissions charged by the Custodian to the client's account(s).</p> <p>Financial planning fees:</p> <p>Hourly fees and project fees: Services are billed after services are completed or monthly if mutually agreed between planner and client.</p> <p>Retainer fees are billed at the beginning of each quarter.</p> <p>Any controversy or claim, including, but not limited to, errors and omissions arising out of or relating to the Agreement or the breach thereof, shall be settled by arbitration in California in accordance with the code of Commercial Arbitration of the American Arbitration Association, and judgement upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Client understands that this agreement to arbitrate does not constitute a waiver of the right to seek a judicial forum where such waiver would be void under the federal securities laws.</p> <p>FINANCIAL CONNECTIONS undertakes to identify no-load (or very low-load) mutual funds generally with histories of at least 3-5 years, whose risk-adjusted return fits into a portfolio meeting the client's objectives and time horizon. FINANCIAL CONNECTIONS uses CDA/Wisenberger monthly, quarterly and annual reports; Morningstar Principia Plus; L/G No-Load Fund Analyst to identify suitable mutual funds for inclusion in client portfolios and to monitor investment results.</p> <p>Financial Connections also purchases closed-end bond funds using an outside specialist. As part of our investment philosophy we may use exchange-traded funds as part of the portfolio design. In certain circumstances, agreed upon by the Financial Connections and the client, separately managed stock accounts will be utilized. For clients with a portfolio in excess of \$4,000,000 consideration to investing in non-liquid alternative investments (real estate limited partnerships and oil and gas) will be considered by mutual agreement.</p>	
Part II , Pg. 3 Para 4. A(5)		
Part II, Pg. 3 Para 4. B (1,3,8)	<p>Main resources: Wall Street Journal, Barron's, Forbes, No-Load Fund Analyst, Dow Jones Investment Advisor, Morningstar, Journal of Financial Planning and Financial Planning Magazine.</p>	
Part II pg. 3 Para. 4 C(7)	<p>Investment strategies. Attempt to determine client needs and objectives for the long-term. Attempt to evaluate client risk tolerances through discussions. Select no-load mutual funds (both index and actively managed) over a variety of sectors suitable for individual client needs. Develop portfolio of mutual funds whose weighted risk characteristics are aligned to clients' circumstances. Essentially,</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: Financial Connections	SEC File Number: 801- 57202	Date: 3/19/01
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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: Jill D. Hollander dba Financial Connections		IRS Empl. Ident. No.: 94-3345576
Item of Form (identify)	Answer	
Part II pg. 4 Para. 5	<p>the strategy is to buy, monitor and hold, and change only as 1) relevant circumstances in clients' affairs change; 2) a mutual fund changes objectives, basic approach, manager or underperforms its peers over time; 3) necessary to readjust asset allocation to desired percentages. The basic strategy is to invest for long-term results. FINANCIAL CONNECTIONS selects no-load mutual funds to secure professional management and diversification at relatively low overall costs. The general practice is not to use individual securities with the exception that companies such as Berkshire Hathaway may be included in client portfolios. Exchange Traded Funds may be used in larger portfolios.</p> <p>Standards of education include experience in business and/or educational background focusing in the financial arena. A value oriented approach compatible with FINANCIAL CONNECTIONS's philosophy.</p> <p>Jill Hollander purchased Gladstone Managed Investments effective 1/1/00.</p> <p>Accounts are reviewed by Jill D. Hollander and Brian Pon</p>	
Part II pg. 4 Para. 6	<p>Jill D. Hollander – 6/13/50 University of Arizona, Tucson, 1972 B.A. Golden Gate Univ., S.F. 1981 MBA Finance College of Financial Planning – Denver, CO 1995 Registered tax preparer 1998 Corporate Coach University “Coaching Skills Training” 2000</p> <p>1/94 to date: Jill Hollander dba Financial Connections Berkeley, CA 1/93 12/99: Gladstone Managed Investments (GMI) Berkeley, CA</p> <p>Certified Financial Planner™ Certificiant</p> <p>Brian Pon – 12/12/70</p> <p>University of California, Berkeley, 1992 B.S. in Engineering Physics University of California, Berkeley, 1998 Personal Financial Planning (PFP) Certificate Registered tax preparer, 1997</p> <p>6/91 – 5/00 Lawrence Berkeley National Laboratory 1/97 – 4/00 H & R Block – tax preparer Passed IRS Special Enrolled Agents (EA) exam 2000 Passed CFP™ certification exam – full certification subject to completion of work experience and ethics requirements."</p>	
Part II, pg. 5 Para. 7 A	<p>Financial Connections also provides financial planning services for non-asset management clients. This includes but is not limited to budgeting, cash management, retirement, long-term care, estate and education planning and investment review (i.e. 401(k) plans).</p>	
Part I I, pg. 6 Para. 12 A	<p>FINANCIAL CONNECTIONS has the authority to execute transactions. without obtaining prior written consent for each transaction. Any commissions or transactions fees which may be charged by the broker are fully disclosed to the client by the broker prior to</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: Financial Connections	SEC File Number: 801- 57202	Date: 3/19/01
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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: Jill D. Hollander dba Financial Connections		IRS Empl. Ident. No.: 94-3345576
Item of Form (identify)	Answer	
Part II, pg. 6 Para 12 B	<p>opening the account with the selected broker.</p> <p>When selecting a broker-dealer for any transaction or series of transactions FINANCIAL CONNECTIONS may consider a number of factors, including, for example, net price, reputation, financial strength and stability, efficiency of execution and error resolution, block trading and block positioning capabilities, willingness to execute related or unrelated difficult transactions in the future, order of call, offering FINANCIAL CONNECTIONS complete on-line computer access to the data regarding client's account, and other matters involved in the receipt of brokerage services generally.</p> <p>FINANCIAL CONNECTIONS does not obligate itself to obtain lowest commission or the best net price for the account on any particular transaction, nor does FINANCIAL CONNECTIONS execute any order in a fashion either preferential to one account relative to other like accounts managed by FINANCIAL CONNECTIONS, or otherwise materially adverse to such other accounts. FINANCIAL CONNECTIONS may effect securities transactions that cause an account to pay a commission that exceeds the commission another broker-dealer would have charged; provided, however that FINANCIAL CONNECTIONS determines in good faith that such commission is reasonable in relation to the value of brokerage, research, and other services provided by such broker-dealer, viewed in terms of either the specific transaction or FINANCIAL CONNECTIONS overall responsibilities to the portfolios over which FINANCIAL CONNECTIONS exercises authority. The receipt of investment information from any broker-dealer executing transactions for FINANCIAL CONNECTIONS will not result in a reduction in FINANCIAL CONNECTIONS' customary and normal research activities. Any such information received from broker-dealers as a consequence of the placement of brokerage business for certain clients may be used by FINANCIAL CONNECTIONS for the benefit of all its clients.</p> <p>FINANCIAL CONNECTIONS uses Charles Schwab & Co. as a discount broker for its clients. Comparable services may be available from other sources at a lower or higher cost.</p> <p>Schwab provides free software utilized by FINANCIAL CONNECTIONS for obtaining information on client accounts. In addition, discounts for some vendor subscriptions are offered i.e. Morningstar.</p>	
Part II, pg. 6 Para. 13 A		

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