

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

CrossCurrent WealthManagement, LLC

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501.291.2522

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This brochure provides information about the qualifications and business practices of CrossCurrent WealthManagement. If you have any questions about the contents of this brochure, please contact us at 501.291.2522. 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 CrossCurrent WealthManagement also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Material Change
No material changes.

Item 3 Table of Contents

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Item 4 Advisory Business

CrossCurrent WealthManagement, LLC (CrossCurrent), an advisory firm, is led by Roy W. Stephens, Jr. CrossCurrent offers a variety of investment management services, including portfolio management and financial planning. Our investment management services consist of discretionary managed portfolios geared to each client. An appropriate risk based portfolio is customized to clients, but securities and investments used are generally of like type, without variances by client. CrossCurrent's total assets under management as of 12/31/2012 were \$379,930.

Item 5 Fees and Compensation

Fees are based on the assets under management. Additional fees may be incurred for other services, such as financial planning, determined by the service provided. Clients pay CrossCurrent a fee for managing your account(s). Fees are charged daily or monthly and generally range from annual percentages of 0.85 to 1.15%, and are negotiable. Fees are deducted from client accounts, and do not include commission or other costs charged separately by the custodian. Fees cease if a client ends the relationship.

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

At the request of an accredited client, we consider accepting performance-based fees, but manage the portfolio in the same manner as other risk profiled clients, and do not foresee conflicts in such an arrangement.

Item 7 Types of Clients

We do not have a minimum account size, although \$15,000 or more is generally needed to achieve the desired number of positions. We provide advice to families/individuals, trusts, corporations, and foundations.

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

In managing client assets, we seek to invest in areas appreciating in value, and delivering a return to meet the client's expectation and need. Our investment analysis generally leads us to favor individual stock positions for growing a portfolio, and individual bond positions for providing income. We vary the mix as market conditions dictate. In the case of any investment, risks are involved and values can go up or down.

Item 9 Disciplinary Information

There are no disciplinary events involving the firm or related persons.

Item 10 Other Financial Industry Activities and Affiliations

There are no other financial industry regulatory registrations, existing or pending.

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

A Code of Ethics (the 'Code') exists for CrossCurrent, with an underlining principal to do what is best for the client. The code provides ethical guidelines and instructions

regarding the duties owed to clients. CrossCurrent representatives must act with competence, dignity, integrity, and in an ethical manner at all times. Representatives must use reasonable care and exercise independent professional judgment when assisting clients, from investment analysis to trading to engaging in any other professional activity. The Code is available to clients or prospective clients on request.

Item 12 Brokerage Practices

CrossCurrent generally recommends utilizing Interactive Brokers and/or another firm such as Scottrade as custodians. Custodians will be members of SIPC and be registered broker/dealers. The custodians may charge clients additional fees, but are selected partly based on reasonableness and value, as well as stability. CrossCurrent is independently owned and operated and is not affiliated with any of the recommended custodians. CrossCurrent does not receive any soft dollar benefits from custodians, and does not utilize markups or markdowns.

Item 13 Review of Accounts

Client investments are reviewed on a regular basis, and occur with the client at least yearly -- more frequently at their request with a lead advisor at our firm. Custodians provide reporting to clients, either online or through the mail on a daily, monthly or quarterly basis.

Item 14 Client Referrals and Other Compensation

From time to time, CrossCurrent may enter into referral agreements with other firms or individuals, and compensate appropriately. Relationships will be fully disclosed to prospective clients.

Item 15 Custody

We do not maintain custody of client assets.

Item 16 Investment Discretion

We exercise authority to manage assets in client accounts after an Investment Advisory Agreement and appropriate custodian documents are completed. We do not exercise any discretion other than investment discretion. At the request of a client, we would move funds between their pre-approved accounts.

Item 17 Voting Client Securities

CrossCurrent votes proxies on behalf of clients, always attempting to vote in the best interest of our clients. If a divergence exists between the interest of a client and CrossCurrent on a vote, we will vote with the client's preference. Clients may obtain a copy of proxy voting policies and procedures upon request.

Item 18 Financial Information

CrossCurrent does not have any financial conditions likely to impair our ability to meet contractual commitments to clients.

Item 19 Requirements for State-Registered Advisers

Advisor Information

Roy W. Stephens, Jr., Investment Manager

Education:

Princeton University, 1990

CERTIFIED FINANCIAL PLANNER™

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background of Mr. Stephens

CrossCurrent WealthManagement, LLC, 2010-present

Metropolitan Capital Management, 2009-2010

Rock Haven Properties, LLC, 2007-2009

Merrill Lynch, 1999-2007

Lion Financial Planning Group, 1995-1999

Goldman Sachs, 1990-1995

Foundation for Student Communication, Inc., 1986-1990

H&R Block tax service, Mr. Stephens also serves as a Tax Pro with H&R Block.