

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

Southern Financial Advisers, LLC

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By Appointment Only
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June 1, 2021

This brochure provides information about the qualifications and business practices of Southern Financial Advisers LLC. If you have any questions about the contents of this brochure, please contact Tim Bryant, CFP® at 830 290 8489 or tim@nowihaveaplan.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.

Southern Financial Advisers LLC, is registered to do business in Texas.

Our registration as an investment adviser does not imply a certain level of skill or training.

Item 2 Material Changes

None. Initial filing.

Item 3 Table of Contents

Topic Area	Page Number
1. Item 1 – Cover Page	1
2. Item 2 – Material Changes	2
3. Item 3 – Table of Contents	2
4. Item 4 - Advisory Business	3
5. Item 5 - Fees and Compensation	4
6. Item 6 - Performance-Based Fees and Side-By-Side Management	5
7. Item 7 - Types of Clients	5
8. Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss	5
9. Item 9 - Disciplinary Information	6
10. Item 10 - Other Financial Industry Activities and Affiliations	6
11. Item 11 - Code of Ethics, Participation or Interest in <i>Client</i> Transactions & Personal Trading	6
12. Item 12 - Brokerage Practices	7
13. Item 13 - Review of Accounts	7
14. Item 14 - Client Referrals and Other Compensation	8
15. Item 15 - Custody	8
16. Item 16 - Investment Discretion	8
17. Item 17 - Voting Client Securities	8
18. Item 18 - Financial Information	8
19. Item 19 - Requirement for State-Registered Advisers	8
20. Form ADV Part 2B	10

Item 4 Advisory Business

Southern Financial Advisers LLC, is a fee-only financial adviser firm specializing in helping clients understand their cash flow and budgeting, the amounts they should have in savings for emergencies and goals, how to pay down debt, how much to save for retirement, and to review investments for diversification. Southern Financial Advisers LLC also works with clients on investing and portfolio planning. We recommend a general approach to investing for retirement and will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. Southern Financial Advisers, LLC operates under the registered assumed name of "Now I Have A Plan" that captures our business model of affordable financial adviser services for those who need them, not only wealthy clients. Our value proposition includes fixed fee services (charged at the hourly rate) for a simple analysis of budgeting, emergency savings, retirement fund savings and diversification of assets.

Southern Financial Advisers LLC is principally owned by Tim Bryant, CFP® and has been in business since April 26, 2021. Southern Financial Advisers LLC, has no assets under management as of June 1, 2021, and is a fee for service firm only.

Southern Financial Advisers LLC does not sell any products, nor does it collect commissions from any other entity or person. Tim Bryant, CFP® and Principal of Southern Financial Advisers LLC, as well as any Associate (an investment advisor representative working with Southern Financial Advisers LLC) working with Southern Financial Advisers LLC has a fiduciary duty toward clients. Tim Bryant and all Associates working with Southern Financial Advisers LLC have a duty to act in a manner they reasonably believe to be in the best interest of clients, and in good faith.

Southern Financial Advisers LLC provides its financial advisory services as described above to each client's conventional needs. Southern Financial Advisers LLC's advice regarding investments generally does not require integration of all relevant elements of a client's personal and/or financial circumstances. Common requests may include answering questions you may have and make recommendations about specific owned investments, Identify tax-advantaged investments to help reduce your tax obligations and suggesting cash management strategies. Retirement saving projections may be performed utilizing common time value of money calculations.

Their advice relates generally to the client's current holdings. Southern Financial Advisers LLC generally does not provide advice on specific individual stocks or corporate bonds unless already held by the client. As we learn more about your needs, we will discuss whether we should provide financial advice to you in other ways. For example, we could recommend insurance products, discuss tax debt issues or the insurance claims process. If you need services that we do not provide, such as accounting and legal services, then we also may be able to recommend professionals to provide you those services. If the client's needs are complicated and require a more detailed analysis, we may offer to convert the engagement from a basic advice engagement into a financial planning engagement, charged at an hourly rate for all work. If you would like to know more about comprehensive financial planning, then please let us know.

In relation to Southern Financial Advisers LLC's, general investment approach and recommendations, Tim Bryant, CFP®, and Associates working with Southern Financial Advisers LLC may recommend various broker-dealers and/or custodians to allow a client to implement the agreed plan. Southern Financial Advisers LLC has no affiliation with any brokers-dealers/custodians or other service providers

recommended and typically more than one broker/dealer/custodian will be recommended to give the client a choice.

Conflicts of interest disclosure:

1. no conflict exists between the interests of the investment advisers and the interests of the client,
2. the client is under no obligation to act upon the investment advisers' recommendation

Southern Financial Advisers LLC does not provide any services as part of a wrap fee program. When a copy of the Brochure Document is not provided to the client at least 48 hours prior to signing the contract, client has five business days in which to cancel. Client can cancel at any time during the process and will only owe fees for meetings already held. Southern Financial Advisers LLC will charge a cancellation fee if a meeting is cancelled within 48 hours of the scheduled time.

Educational Seminars and Speaking Engagements

We may provide seminars on an "as announced" basis for groups seeking general advice on investments and other areas of personal finance. The content of these seminars will vary depending upon the needs of the attendees.

These seminars are purely educational in nature and do not involve the sale of any investment products. Information presented will not be based on any individual's person's need, nor does Southern Financial Advisers, LLC provide individualized investment advice to attendees during these seminars.

Tim Bryant, CFP® and Southern Financial Advisers LLC Associates occasionally hold educational seminars on personal financial planning and organization. Seminars are generally one-off in nature and focus on general household financial organization, saving and budgeting.

Item 5 Fees and Compensation

Southern Financial Advisers LLC is a fee only advisory firm. Keeping with our "Now I Have A Plan" value proposition, many engagements consist of fixed fee services. Fees are charged by the hour and as of June 1, 2021, the rate is \$240/hour for Tim Bryant, CFP®. The hourly rate will also apply for services and meetings outside of our fixed fee services. Tim Bryant and all Associates will charge by the quarter hour (i.e. 1.25 hours or 1.5 hours if a scheduled meeting goes over).

Generally, fees are charged for time spent preparing analysis and documentation, and for time in the presence of the adviser, either in person or by phone/internet. For flat rate services (fixed fee) specified above, fees are charged for time spent preparing analysis, documentation, and presenting. Fixed fee services are described in Exhibit A of our Investment Advisory Agreement. There is currently a \$240 fixed fee menu and a \$480 fixed fee menu. The hourly fee applies to all subsequent check-in meetings. Email questions, or short calls with specific questions that do not require follow-up notes or analysis, are not charged. Fees are non-negotiable.

We may contact the client annually to offer a check-in meeting and update their financial plan. The hourly applies to all check-in meetings

Clients are expected to pay \$240 at the beginning of the engagement and additional fees (if any) upon delivery of the flat rate services or meeting. Southern Financial Advisers LLC has no assets under

management and therefore cannot deduct fees from clients' assets. No refunds available for unused fees.

Southern Financial Advisers LLC charges a fee for returned checks of \$12 and a cancellation fee of \$30, if a client cancels a scheduled appointment within 48 hours of the scheduled time.

There are no other fees clients will be expected to pay in connection to Southern Financial Advisers LLC's advisory services. Southern Financial Advisers LLC does not perform any Brokerage services (please see Item 12), and therefore a client will not incur any brokerage fees from Southern Financial Advisers LLC.

Fees associated with Southern Financial Advisers LLC educational seminars and workshops are based on the institution sponsoring the seminar/workshop and differ from Engagement to Engagement. General Hourly Rate: \$240 per hour is applicable to Educational Seminars/Workshops.

Lower fees for comparable services may be available from other sources. Southern Financial Advisers LLC nor any of its supervised persons accept compensation for the sale of securities or other investment products.

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

n/a – Southern Financial Advisers LLC does not have Performance-Based Fees of any kind nor does it provide Side-by-Side Management.

Item 7 *Types of Clients*

Southern Financial Advisers LLC works only with individual households, high net worth individuals, banking institutions, other investment advisors or small businesses with fewer than 100 employees. Southern Financial Advisers LLC may provide investment advice to small businesses, working on business planning, pricing, financing and budgeting for business clients. Southern Financial Advisers LLC does not manage assets, and therefore has no minimum assets under management for a client.

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

When asked for investment advice, Southern Financial Advisers LLC generally recommends securities in the form of index/sector funds and/or ETFs that are based on index/sector funds, government issued securities or cash equivalent securities. Southern Financial Advisers LLC will also advise on existing assets already held by the client. Southern Financial Advisers LLC may assess a client's specific tolerance for risk with a questionnaire when making recommendations for investments. Specific recommendations for asset allocation between equities and fixed income (including cash equivalents) depend on the client's years away from expected retirement (or if the client is in retirement) and the client's general requirements/risk tolerance, which are assessed by inquiry with the client. Standard time value of money calculations are used.

Although index/sector funds are diversified, there is still investment risk. The investment strategy Southern Financial Advisers LLC, follows for all clients aims to reduce risk by recommending minimal, if any trading, and investment in low-cost index/sector fund securities. However, all investments and securities carry risk, and Southern Financial Advisers LLC acknowledges those risks here.

A client should be prepared to bear the risk of possible loss. It is possible your account can experience a loss due to a stock market decline. It is important that clients understand this overall risk and invest to the extent the client can bear the risk. Clients should also be appropriately diversified and we will assist the client to do so. Certain material risks relevant to Southern Financial Advisers LLC's index/sector fund-based investment recommendations are set forth below:

Index/sector Fund Risk: There is a risk that an index/sector fund's underlying securities do not correspond exactly to its benchmark index/sector. As such, it may underperform its benchmark index/sector.

Exchange Traded Fund Risk: Index/sector fund ETFs could become illiquid for a period, if trading is halted. ETF share prices may, at times, also be more volatile than the underlying index/sector the ETF is based upon.

Political Risk: An overall market, and thus the index/sector funds associated with that market, could decline due to political changes and/or instability in a country or region.

Southern Financial Advisers LLC does not make Currency, Derivatives, or Fixed Income (bonds) securities recommendations other than cash equivalent and government issued securities such as municipal or treasury bonds or money market accounts. We will work to answer questions you may have regarding these investments.

Item 9 Disciplinary Information

There are no disciplinary or legal events material to a client or prospective client's evaluation of Southern Financial Advisers LLC to be disclosed as of June 1, 2021.

Item 10 Other Financial Industry Activities and Affiliations

Southern Financial Advisers LLC nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer nor is the firm or any of its management persons registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

Southern Financial Advisers LLC does not select other advisors for its clients.

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

Southern Financial Advisers LLC and its principal, Tim Bryant, CFP® and its Associates have no direct, indirect or related interest to any securities either may recommend.

Both are bound by the Code of Ethics requirements associated with the Certified Financial Planner™ Standards. They are required to act as a fiduciary.

Item 12 Brokerage Practices

Southern Financial Advisers LLC manages no client funds and makes no trades. Therefore, Southern Financial Advisers LLC has no broker-dealer relationships. Southern Financial Advisers LLC does not receive any research, prospective clients, commissions or any other form of compensation or “soft” compensation from any broker-dealer or any other entity.

When/if Southern Financial Advisers LLC recommends brokerage houses for clients, it usually recommends brokerages with the lowest fees available and responsive client service. There is no other criteria Southern Financial Advisers LLC uses to determine recommendations for brokerage houses, therefore generally, discount broker/dealers are recommended, such as Charles Schwab and Fidelity. In a case where a client already has a preferred broker/dealer or custodian, Southern Financial Advisers LLC will recommend index/sector funds, ETFs, government issued securities or cash/cash equivalents offered by the broker/dealer or custodian of the client’s choice.

Southern Financial Advisers LLC may recommend a brokerage firm or other firm that can sell recommended index/sector funds, ETF or government issued securities, manage, or be custodian of a client’s assets. Southern Financial Advisers LLC and its principal (Tim Bryant, CFP®) and its Associates do not collect any commissions or compensation either directly or indirectly for making such recommendations. Southern Financial Advisers LLC has no affiliation with any brokers or other service providers recommended and typically more than one broker will be recommended to give the client a choice.

Item 13 Review of Accounts

If Southern Financial Advisers LLC has been asked to make investment recommendations for a client, the recommendations may be reviewed annually with the client if they choose an annual “check-in” appointment.

Southern Financial Advisers LLC recommends a long-term investment strategy based on a client’s years until retirement and client risk appetite based on discussion. We inquire about risk appetite and the client’s expected years to retirement at each engagement, including annual check-ins. Because the recommendations we provide are long-term and do not require frequent changes, would not have cause to adjust investment recommendations except based on a change in years to retirement or a risk appetite change. Therefore, Southern Financial Advisers LLC would only adjust, if necessary, on an annual basis.

Southern Financial Advisers LLC does not provide reports to clients on a regular basis. The client receives a Summary Email after each engagement and/or flat rate service summarizing our recommendations and items reviewed.

There is no review conducted on a regular basis of client financial plans other than if an annual “check-in” meeting is scheduled. The client may be contacted for an annual check-in each year. The

client can choose not to meet for a check-in, but that is the client's choice. Most check-in meetings are annual, but some clients may request semi-annual or quarterly check-in meetings. Tim Bryant, CFP® and Associates of Southern Financial Advisers LLC, would conduct the check-ins at the hourly rate.

Item 14 Client Referrals and Other Compensation

Southern Financial Advisers LLC does not compensate any other person for client referrals nor is Southern Financial Advisers LLC compensated by any third party for client referrals.

Item 15 Custody

Southern Financial Advisers LLC does not act as custodian for any client funds or assets.

Item 16 Investment Discretion

Southern Financial Advisers LLC does not trade client accounts and therefore never has discretionary authority over any client funds or securities.

Item 17 Voting Client Securities

Southern Financial Advisers LLC does not have any authority to vote client securities. A client will receive their proxies or other solicitations for voting or any other shareholder related action through their custodian or transfer agent. Southern Financial Advisers LLC does not make recommendations regarding shareholder voting or any other shareholder activities.

Item 18 Financial Information

Southern Financial Advisers LLC does not require or solicit prepayment of fees greater than \$240, does not have discretionary authority and has not been the subject of bankruptcy over the preceding ten-year period. Therefore, it does not provide its balance sheet.

Item 19 Requirements for State-Registered Advisers

Tim Bryant

Southern Financial Advisers LLC has one principal executive, who is responsible for all management duties. The principal officer is Tim Bryant, CFP®, who has a Master's of Business Administration from the University of Texas, San Antonio and a Bachelor of Arts degree from the University of Georgia.

Tim Bryant, CFP®, and all Associates, receive their compensation from their fee-only arrangement with

Southern Financial Advisers LLC clients. Tim Bryant, CFP® may receive compensation for teaching occasional seminars on financial matters on behalf of Southern Financial Advisers LLC.

Tim Bryant, CFP® and Southern Financial Advisers LLC have no relationship or arrangement with any other entity that creates a conflict with the advice and recommendations provided by Southern Financial Advisers LLC.

Material Disciplinary Disclosures

No management person at Southern Financial Advisers LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships That Management Persons Have With Issuers of Securities

Southern Financial Advisers LLC, nor Tim Bryant, have any relationship or arrangement with issuers of securities.

Additional Compensation

Tim Bryant does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through Southern Financial Advisers LLC.

Supervision

Tim Bryant, as Founder, CEO and Chief Compliance Officer of Southern Financial Advisers LLC, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Form ADV Part 2B – June 1, 2021

Tim Bryant, CFP®
Southern Financial
Advisers LLC
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78015
By Appointment Only
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Website: <https://www.nowihaveaplan.com>

This brochure supplement provides information about Tim Bryant, CFP® and Southern Financial Advisers LLC Associates, that supplements the Southern Financial Advisers LLC brochure. You should have received a copy of that brochure. Please contact Tim Bryant, CFP®, if you did not receive Southern Financial Advisers LLC's brochure or if you have any questions about the contents of this supplement.

Item 2 – Educational Background and Business Experience

Tim Bryant, CFP®

Educational Background

Tim Bryant has a Bachelor of Arts from the University of Georgia (1984) and a Master's of Business Administration from University of Texas, San Antonio (2004).

Tim holds his Certified Financial Planner™ qualification since 2006, for which he had to pass six class modules and one extensive 10-hour test covering various aspects of financial planning and investment advice including fundamentals of financial planning, investments, tax, estate planning, retirement planning and insurance. Tim must complete 30 hours of continuing education, including 2 hours of ethics training every 2 years as part of his qualification. 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.

Business Experience

Tim is the Chief Executive Officer of Southern Financial Advisers LLC since 2021. Before starting Southern Financial Advisers LLC, Tim worked as a Director of Risk Management for USAA Federal Savings Bank from May 4, 2015 until present. Tim Bryant is not involved with outside business activities that conflict with providing financial advice.

Tim was also employed with the Department of the Treasury as a Bank Examiner for the Office of the Comptroller of the Currency (OCC) from June 12, 2011 to April 30, 2015, and as a Revenue Officer for the Internal Revenue Service from August 31, 2009 to June 11, 2011. He has 18 years' experience in insurance claims with The Hartford (1998-2007) and GAB Robins (1988-1998).

Item 3 – Disciplinary Information

Tim Bryant, CFP® has not been involved in any criminal or civil action, administrative proceeding before the SEC or any other regulatory agency, state regulatory agency, foreign financial regulatory authority or self-regulatory organization.

Item 4 – Other Business Activities

Tim Bryant, CFP®, is not actively engaged in any other investment-related business or occupation.

Item 5 – Additional Compensation

Occasionally, Tim Bryant may give seminars on financial organization and budgeting for which he is paid a small fee depending on attendees to the seminar or a flat fee. Tim Bryant does not receive any compensation for advisory services other than those disclosed in Part 2A (Item 5) of this document.

Item 6 – Supervision

Tim Bryant, CFP®, Principal at Southern Financial Advisers LLC, also performs the role of compliance officer for Southern Financial Advisers LLC. He can be reached at 830 290 8489.

Item 7 – Requirements for State-Registered Advisers

Tim Bryant, CFP® has not been found liable in an arbitration claim alleging damages in excess of \$2,500 or a civil, self-regulatory organization, or administrative proceeding involving:

- a) An investment or an investment related business activity;
- b) Fraud, false statement(s) or omissions;
- c) Theft, embezzlement, or other wrongful taking of property;
- d) Bribery, forgery, counterfeiting, or extortion; or
- e) Dishonest, unfair or unethical practices.

Tim Bryant, CFP® has not been the subject of a bankruptcy petition.