

**FORM ADV PART 2A
DISCLOSURE BROCHURE**

RockCrest Financial LLC

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This brochure provides information about the qualifications and business practices of RockCrest Financial LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 856-694-3288 or compliance@rockcrestfinancial.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 RockCrest Financial LLC (IARD#282360) is available on the SEC's website at www.adviserinfo.sec.gov

APRIL 3, 2017

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Since the initial filing of this brochure on February 8, 2017, Item 1 has been updated with the firm's new address, effective April 3, 2017.

Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

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Item 4: Advisory Business

Firm Description

RockCrest Financial LLC (“RockCrest” or “Advisor”), a New Jersey LLC was founded in 2012 as a name the owner used for marketing purposes only for his business while registered under other registered investment advisors and broker dealers. RockCrest became registered as an investment advisor and began offering advisory services in 2016.

RockCrest provides comprehensive, coordinated investment management and financial planning services on a continuous basis to individual affluent clients and a small number of businesses. Services include, but are not limited to, retirement planning, cash flow planning, college planning, risk management and employee benefits.

Principal Owners

Steven A. Boorstein is 100% owner of RockCrest Financial LLC.

Types of Advisory Services

RockCrest Financial LLC offers customized discretionary investment management and financial planning services to advisory clients. In addition, it provides some retirement plan consulting services to business clients.

Types of Agreements

The following agreements define the typical client relationships:

ASSET MANAGEMENT/INVESTMENT MANAGEMENT

RockCrest Financial LLC offers customized asset management to advisory clients through a combination of strategic and tactical asset allocation, which includes both fundamental and technical research, selection of securities and discretionary management of client investment accounts.

Ongoing portfolio management services (investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program, etc.) is guided by an investment policy statement that is established between the client and RockCrest and based on client specific factors such as individual investment goals, time horizons, objectives, and risk tolerance. Although accounts are managed on a discretionary basis, in agreement with the firm, Client may place limited trading restrictions on their account or specific assets within their account.

Additionally, investment management clients of RockCrest with more than \$300,000 managed at RockCrest, receive the financial planning advice and service as described under the Financial Planning and Consulting section of this brochure at no additional cost since planning advice is covered by the investment management fee schedule at that asset level.

FINANCIAL PLANNING AND CONSULTING

RockCrest Financial LLC offers comprehensive and coordinated financial planning services to clients.

Financial planning may include, but is not limited to, a net worth statement and/or a cash flow statement; a review of investment accounts, including reviewing asset allocation and repositioning recommendations; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations; college/education planning, including financial aid and funding recommendations.

The timing of financial planning advice will be agreed on at beginning of the financial planning relationship. The length, scope, timing and delivery of financial planning and consulting services depends on the scope of the agreement. For example, some clients may

create a financial planning agreement with RockCrest for a financial plan only, which will usually be completed and delivered inside of six months. Other clients may wish to create a financial planning agreement with RockCrest whereby they can contact the firm anytime throughout the year for advice and recommendations, in which case delivery of financial planning advice is based on the scope of the question and size of the project.

If a conflict of interest exists between the interests of the investment advisor and the interests of the client, the client is under no obligation to act upon the investment advisor's recommendation. If the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through Advisor.

ERISA PLAN SERVICES

RockCrest provides service to qualified and non-qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit sharing plans, cash balance plans, and deferred compensation plans. RockCrest will acts as a 3(21) advisor:

Limited Scope ERISA 3(21) Fiduciary. RockCrest typically acts as a limited scope ERISA 3(21) fiduciary that can advise, help and assist plan sponsors with their investment decisions on a non-discretionary basis. As an investment advisor RockCrest has a fiduciary duty to act in the best interest of the client. The plan sponsor is still ultimately responsible for the decisions made in their plan, though using RockCrest can help the plan sponsor delegate liability by following a diligent process.

1. Fiduciary Services may include:

- Provide non-discretionary investment advice to the Client about asset classes and investment alternatives available for the Plan in accordance with the Plan's investment policies and objectives. Client will make the final decision regarding the initial selection, retention, removal and addition of investment options.
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan. Client shall have the ultimate responsibility and authority to establish such policies and objectives and to adopt and amend the IPS.
- Provide non-discretionary investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5) and 404(a)-5.

2. Non-fiduciary Services may include:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands the Advisor's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, the Advisor is not providing fiduciary advice as defined by ERISA 3(21) (A)(ii) to the Plan participants. Advisor will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.
- Assist in monitoring investment options by preparing periodic investment reports that document investment performance, consistency of fund

management and conformance to the guidelines set forth in the IPS and make recommendations to maintain, remove or replace investment options.

- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.
- Meet with Client on a periodic basis to discuss the reports and the investment recommendations.

Advisor may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between Advisor and Client.

3. The Advisor has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

1. Employer securities;
2. Real estate (except for real estate funds or publicly traded REITs);
3. Stock brokerage accounts or mutual fund windows;
4. Participant loans;
5. Non-publicly traded partnership interests;
6. Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
7. Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in calculation of Fees paid to the Advisor under this Agreement.

Specific services will be outlined in detail to each plan in the 408(b)2 disclosure.

SEMINARS AND WORKSHOPS

RockCrest holds workshops to educate the public on different types of investments and the different services they offer. These are held by RockCrest and offered at no cost.

Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objective.

Agreements may not be assigned without written client consent.

Wrap Fee Programs

RockCrest does not sponsor a wrap fee program.

Client Assets under Management

As of December 31, 2016, we manage \$7,743,797 on a discretionary basis and \$0.00 on a non-discretionary basis.

Item 5: Fees and Compensation

Method of Compensation and Fee Schedule

ASSET MANAGEMENT

Advisor charges an annual investment advisory fee based on the total Assets Under Management as follows:

Assets Under Management	Annual Fee
First \$300,000	1.24%
From \$300,001 to \$650,000	0.98%
From \$650,001 to \$1,000,000	0.81%
From \$1,000,001 to \$2,000,000	0.70%
From \$2,000,001 to \$3,000,000	0.49%
Over \$3,000,000	0.33%

This is a blended or tiered fee schedule; the portfolio management fee is calculated by applying different rates to different portions of the portfolio. Advisor may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee. For example, a client with \$1,000,000 under management would pay \$9985 on an annual basis or 0.9985%. Fee rates decline with more money under management.

Investment management fees paid to RockCrest Financial LLC are generally not negotiable. Fees are billed monthly in arrears based on the amount of assets managed as of the last business day of the previous month. Initial fees for partial months are pro-rated. Legacy and certain other clients of RockCrest may be managed under other “grandfathered” or structures (for example, immediate family members may be managed at significantly reduced fees or pro bono). Clients authorize RockCrest to deduct advisory fees directly from their brokerage accounts. Clients should be aware of their responsibility to verify the accuracy of the fee amount submitted to the custodian by RockCrest, as the custodian will not determine whether the fee has been properly calculated.

Clients may terminate the investment management agreement at any time by notifying RockCrest Financial LLC in writing (by regular mail, fax, and e-mail. Instant message or other services is not permissible). Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation. Thereafter, RockCrest will be entitled to a pro rata fee for the day’s service was provided in the final month. Client shall be given thirty (30) days prior written notice of any increase in fees. Any increase in fees will be acknowledged in writing by both parties before any increase in said fees occurs. RockCrest Financial LLC may terminate any advisory agreements at any time by notifying the client in writing (either by regular mail, fax or email).

Automatic Fee Withdrawal

- a) The client provides written authorization permitting the adviser's fees to be paid directly from the client's account held by the independent custodian;
- b) The independent custodian agrees to send to the client, at least quarterly, a statement indicating all amounts disbursed from the account; and
- c) The investment adviser sends an invoice to the client and custodian showing the amount of the fee, the value of the client's assets upon which the fee was based, and the specific manner in which the fee was calculated.

FINANCIAL PLANNING and CONSULTING

Advisor charges either a fixed fee or an hourly fee for financial planning as described below. Client may cancel within five (5) days of signing Agreement with no obligation. If the client cancels after five (5) days, any earned fees will be due to the Advisor based on the percentage of work completed.

FIXED ENGAGEMENT FEES

Financial planning fees usually range between \$500 to \$5000, depending of the complexity of the engagement. Financial planning/consulting may involve either a one-time project or an ongoing engagement. Examples of financial planning/consulting services include: retirement planning, income planning, college planning, employer sponsored retirement plan review, social security analysis, rental property analysis, etc.

Depending on the type of engagement, the fee schedule will be one of the following decided upon by RockCrest:

- 100% upon signing the agreement;
- 50% of the fee due upfront; the remaining 50% is due upon the lesser time period of completion of the planning or 120 days;
- monthly, in the case of some ongoing engagements;
- financial planning fees may be prorated or waived depending on the amount of Client's assets under management with RockCrest.

Client may cancel within five business day of signing the agreement for a full refund. For cancellation after the initial five business days, any prepaid, unearned fees will be refunded to the client or any unpaid, earned fees will be due RockCrest based on the percentage of work completed.

HOURLY PLANNING FEES

RockCrest Financial occasionally provides hourly planning services for clients with less than \$300,000 invested, who need financial planning advice on a limited basis, at a standard rate of \$186 per hour. Hourly consulting fees are paid at the time of engagement and are not negotiable.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change in scope of services in advance of the additional work being performed when a fee increase occurs.

RockCrest reserves the right to stop work on any account that is more than 90 days overdue. In addition, RockCrest reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in RockCrest's judgment, to providing proper financial advice.

ERISA PLAN SERVICES

The annual fees may be based on either the market value of the Included Assets and range from 0.25% and 0.75% annually, or a flat fee ranging between \$500 and \$10,000 annually. The frequency of billing, and whether or not it is in advance or arrears, is determined by the Client and agreed to in the advisory agreement. Fees are based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets) on either the last business day of the previous billing period, the average daily balance over the billing period, or the agreed upon flat fee. If the services to be provided start any time other than the first day of the billing period, the fee will be prorated based on the number of days remaining in the billing period. If this Agreement is terminated prior to the end of the billing period, RockCrest shall be entitled to a prorated fee based on the number of days during the fee period services were provided.

The compensation of RockCrest for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. RockCrest does not reasonably expect to receive any additional compensation, directly or indirectly, for its services under this Agreement. If additional compensation is received, RockCrest will disclose this compensation, the services rendered, and the payer of compensation. RockCrest will offset the compensation against the fees agreed upon under this Agreement.

Automatic Fee Withdrawal

- a) The client provides written authorization permitting the adviser's fees to be paid directly from the client's account held by the independent custodian;
- b) The independent custodian agrees to send to the client, at least quarterly, a statement indicating all amounts disbursed from the account; and
- c) The investment adviser sends an invoice to the client and custodian showing the amount of the fee, the value of the client's assets upon which the fee was based, and the specific manner in which the fee was calculated.

SEMINARS AND WORKSHOPS

These seminars and workshops are held by RockCrest are offered at no cost.

Client Payment of Fees

Investment management fees are billed monthly in arrears, meaning we bill you after the month period has ended. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Financial planning and consulting fees when fixed are due either 100% upon signing the agreement; 50% of the fee due upfront with the remaining 50% is due upon the lesser time period of completion of the planning or 120 days; or monthly, in the case of some ongoing engagements; Hourly fees are due at the time of engagement. Financial planning fees may be prorated or waived depending on the amount of Client's assets under management with RockCrest.

Qualified plans are billed quarterly in arrears.

Additional Client Fees Charged

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities, and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. RockCrest's opinion is that the selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

These charges may include mutual fund transaction/exchange traded fund fees, stock or bond transaction fees, postage and handling. In addition, some investments (mutual funds, exchange traded funds, closed end funds, etc) may charge a management fee, also called an expense ratio, for their service as investment managers, which can be found prospectus. These fees are in addition to the fees paid by you to RockCrest Financial LLC. Performance figures quoted by these companies in various publications are after their fees have been deducted.

Advisor, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar

amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

RockCrest does not require prepayment of fees of more than \$500 per client and six (6) months or more in advance.

External Compensation for the Sale of Securities to Clients

Neither RockCrest nor any of its investment advisor representatives receive any external compensation for the sale of securities to clients

Item 6: Performance-Based Fees and Side-by-Side Management

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Advisor does not use a performance-based fee structure because of the conflict of interest. Performance based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client.

Item 7: Types of Clients

Description

Advisor generally provides investment advice to individuals, high net worth individuals, charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

RockCrest generally does not require a minimum to open an account.

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

Methods of Analysis

RockCrest Financial creates portfolios and selects securities based on fundamental analysis, technical analysis and opportunistic rebalancing. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profit margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Rebalancing involves keeping investments in the portfolio allocated within a specific range, so that the portfolio does not drift far from its objective.

In developing a financial plan for a client, Advisor's analysis may include cash flow analysis, investment planning, risk management, tax planning and estate planning. Based on the information gathered, a detailed strategy is tailored to the client's specific situation.

Investment Strategy

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client

executes an Investment Policy Statement or Risk Tolerance that documents their objectives and their desired investment strategy.

Security Specific Material Risks

RockCrest's investment approach constantly keeps the risk of loss in mind. Our investment service is based on a process that provides three separate kinds of risk management: asset class diversification, a technically driven value investment approach and rebalancing optimization. However, it is important to realize that the investment strategy offered by RockCrest could lose money over short or even long periods. All investment programs have certain risks that are borne by the investor, and these should be discussed with your Advisor.

Performance could be hurt by a number of different fundamental and technical risks, including but not limited to:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- *Sector/Non-Diversification Risk:* the chance that significant problems will affect a particular sector, or that returns from that sector will trail returns from other

investments. It also involves the chance that performance may be hurt disproportionately by the poor performance of a particular sector or lack of diversification.

Item 9: Disciplinary Information

Criminal or Civil Actions

The firm and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

The firm and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

The firm and its management have not been involved in any self-regulatory organization enforcement proceedings.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

RockCrest is not registered as a broker dealer and no affiliated persons are also registered representatives of a broker-dealer.

Futures or Commodity Registration

Neither RockCrest nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Managing member Steven Boorstein is also a licensed insurance agent with RockCrest. Approximately 5% of his time is spent in this practice. From time to time, he will offer clients products and/or services from these activities. Mr. Boorstein will only offer insurance products to clients in the states where is properly licensed.

These represent a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by the fact that Mr. Boorstein has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products or services through another insurance agent of their choosing. Commissions paid are separate from, and in addition to, advisory fees paid to RockCrest.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

Advisor does not utilize the services of Third Party Money Managers to manage client accounts.

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

Code of Ethics Description

The employees of RockCrest have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of RockCrest employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of RockCrest. The Code reflects RockCrest and its supervised persons' responsibility to act in the best interest of their client.

One area which the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

RockCrest's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of RockCrest may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

RockCrest's Code is based on the guiding principle that the interests of the client are the top priority. RockCrest's officers, directors, advisors, and other employees have a fiduciary duty to the clients and must diligently perform that duty to maintain the trust and confidence of the clients. When a conflict arises, it is RockCrest's obligation to put the client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

RockCrest and its employees do not recommend to clients securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

RockCrest and its employees may buy or sell securities that are also held by clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide RockCrest with copies of their brokerage statements.

The Chief Compliance Officer of RockCrest is Steven Boorstein. He reviews all employee trades monthly. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

RockCrest does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide RockCrest with copies of their brokerage statements.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

RockCrest will recommend the use of a particular broker-dealer such as TD Ameritrade Institutional, a Division of TD Ameritrade, Inc., Member FINRA/SIPC. RockCrest will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. RockCrest relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by RockCrest.

RockCrest participates in the TD Ameritrade Institutional program. TD Ameritrade, Inc. ("TD Ameritrade") is an independent SEC-registered broker-dealer and is not affiliated with RockCrest. TD Ameritrade offers to independent investment Advisors services which include custody of securities, trade execution, clearance and settlement of transactions. RockCrest receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14) There is no direct link between RockCrest's participation in the program and the investment advice it gives to clients, although RockCrest receives economic benefits through its participation in the program.

- *Directed Brokerage*

RockCrest does not allow clients to direct brokerage.

- *Best Execution*

Investment advisors who manage or supervise client portfolios have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. The firm does not receive any portion of the trading fees.

- *Soft Dollar Arrangements*

The Securities and Exchange Commission defines soft dollar practices as arrangement under which products or services other than execution services are obtained by RockCrest from or through a broker-dealer in exchange for directing client transactions to the broker-dealer. As permitted by Section 28(e) of the Securities Exchange Act of 1934, RockCrest receives economic benefits as a result of commissions generated from securities transactions by the broker-dealer from the accounts of RockCrest. These benefits include both proprietary research from the broker and other research written by third parties.

A conflict of interest exists when RockCrest receives soft dollars. This conflict is mitigated by the fact that RockCrest has a fiduciary responsibility to act in the best interest of its clients and the services received are beneficial to all clients.

Aggregating Securities Transactions for Client Accounts

RockCrest maintains the ability to block trade purchases across accounts. Block trading may benefit clients by purchasing larger blocks in groups, however even when this is not

done, RockCrest does not feel that the clients are at a disadvantage due to the best execution practices of the custodians used.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed monthly by Investment Advisor Representative(s) of RockCrest. Investment securities, portfolio allocations and trades are reviewed regularly. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the client and a review is done only upon request of client unless client signs up for ongoing planning services.

Review of Client Accounts on Non-Periodic Basis

Other conditions that may trigger a review of clients' accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

Content of Client Provided Reports and Frequency

Clients receive written or electronic account statements no less than quarterly for managed accounts. Account statements are issued by RockCrest's custodian. Client receives confirmations of each transaction in account from Custodian and an additional statement during any month in which a transaction occurs. Additionally, clients have access to account information and performance reports daily through the websites of RockCrest's custodians.

Item 14: Client Referrals and Other Compensation

Economic benefits provided to the Advisory Firm from External Sources and Conflicts of Interest

RockCrest does not receive any economic benefit from external sources.

Advisory Firm Payments for Client Referrals

RockCrest does not compensate for client referrals.

Item 15: Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record or online at least quarterly. Clients should carefully review and compare these statement to any account information and reports provided by RockCrest.

RockCrest is deemed to have constructive custody solely because advisory fees are directly deducted from client's account by the custodian on behalf of RockCrest.

Item 16: Investment Discretion

Discretionary Authority for Trading

RockCrest requires discretionary authority to manage securities accounts on behalf of clients. RockCrest has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

Clients are allowed to place restrictions on the account or specific assets within the account.

RockCrest does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing through a limited Power of Attorney.

Item 17: Voting Client Securities

Proxy Votes

RockCrest does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, RockCrest will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because RockCrest does not serve as a custodian for client funds or securities and RockCrest does not require prepayment of fees of more than \$500 per client and six (6) months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

RockCrest has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

Bankruptcy Petitions during the Past Ten Years

Neither the firm nor any management persons have filed a bankruptcy petition.

Item 19: Requirements for State Registered Advisors

Education and business background, including any outside business activities and disclosable events for all management and supervised persons can be found in the Supplement to this Brochure (Part 2B of Form ADV Part 2).

Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities

None to report

Item 1 Cover Page

**SUPERVISED PERSON
BROCHURE**
FORM ADV PART 2B

Steven Alan Boorstein, CFP®

RockCrest Financial LLC

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Compliance@rockcrestfinancial.com
www.RockCrestFinancial.com

This brochure supplement provides information about Steven Alan Boorstein and supplements RockCrest Financial LLC's brochure. You should have received a copy of that brochure. Please contact RockCrest Financial LLC if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Steven Alan Boorstein (CRD# 3179971) is available on the SEC's website at www.adviserinfo.sec.gov.

APRIL 3, 2017

Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure

Principal Executive Officer

Steven Alan Boorstein, CFP®, CCPS®, Pharm. D.

- Year of birth: 1968
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Item 2 Educational Background and Business Experience

Educational Background:

- College for Financial planning, CFP Certification, Professional Education Program; 2005
- Temple University; Doctor of Pharmacy; 1994
- Philadelphia College of Pharmacy & Science; BS, Pharmacy; 1991
- Rutgers Camden College of Arts & Sciences; studies Pre-Pharmacy

Business Experience:

- RockCrest Financial LLC; Managing Member/Chief Compliance Officer; 2/2016 - Present
 - Nomad Rx LLC; Owner; 02/2011 - Present
 - Kennedy Memorial Hospital; Per-diem Pharmacist; 05/2003 - Present
 - Independent Insurance Agent; 11/2002 - Present
 - Boorstein Gardner Real Estate, LLC; Partner; 11/2002 - Present
 - Rental Property Owner/Landlord; 03/2002 - Present
 - Cambridge Investment Research Advisors Inc.; Investment Advisor Representative; 03/2005 - 02/2016
 - Cambridge Investment Research, Inc.; Registered Representative; 11/2002 - 02/2016
-

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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.

The **Certified College Planning Specialist**, CCPS® is issued by the National Institute of Certified College planners. A CCPS® is a financial professional who has demonstrated the skills necessary to assist families in preparing for the financial cost of sending children to college. The CCPS® is trained to identify the most economically advantageous methods to save and pay for college. Candidates must meet one of the following requirements: Professional financial certification/designation or professional financial license (securities, insurance accounting, etc.), or a combination of education and experience deemed satisfactory by the NICCP Advisory Council and pass the self-study course (three modules totaling 18-25 hours) and maintain 24 continuing education credits per year.

The **Doctor of Pharmacy** (Pharm.D.) curriculum is designed to produce scientifically and technically competent pharmacist who can apply this education in such a manner as to provide maximum health care services to patients. The Doctor of Pharmacy (Pharm.D.) is a professional graduate degree program designed to produce pharmacists who have the abilities and skills that are necessary to achieve outcomes related to: providing pharmaceutical care to patients, developing and managing medication distribution and control systems, managing the pharmacy, promoting public health, providing drug information and education, and also includes instruction in other competencies such as understanding Medicare, Medicaid and healthcare insurance coverage, as well as, business management and accounting.

Item 3 Disciplinary Information

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report.

Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Managing member Steven Boorstein is also a licensed insurance agent with RockCrest. Approximately 5% of his time is spent in this practice. From time to time, he will offer clients products and/or services from these activities.

These represent a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by the fact that Mr. Boorstein has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products or services through another insurance agent or broker of their choosing.

Mr. Boorstein also owns real estate property for rental purposes, is a pharmacist and owner of NomadRx LLC. Approximately 10% of his time is spent in these non-financially related businesses. These do not create any conflict of interest.

Item 5 Additional Compensation

Mr. Boorstein receives additional compensation in his capacities as a licensed insurance agent, pharmacist and rent form his real estate property.

Item 6 Supervision

Since Mr. Boorstein is the Chief Compliance Officer of RockCrest Financial LLC, he is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual.

Item 7 Requirements for State-Registered Advisors

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: None to report.

Bankruptcy Petition: None to report.