

**FORM ADV**

**Uniform Application for Investment Adviser Registration**

**Part II - Page 1**

<b>OMB APPROVAL</b>
OMB Number: 3235-0049
Expires: February 28, 2001
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Name of Investment Adviser: <b>Kevin Kennedy, LLC</b>				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone Number:
<b>1516 Oak Street, Suite 101</b>	<b>Alameda</b>	<b>CA</b>	<b>94501</b>	<b>( 510) 748-1898</b>

**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 government 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.)

Applicant: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: <b>February 1, 2005</b>
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Definitions for Part II

Related person - Any officer, director or partner of applicant or any person directly or indirectly controlling, controlled by, or under common control with the applicant, including any non-clerical, non-ministerial employee.

Investment Supervisory Services - Giving continuous investment advice to a client (or making investments for the client) based on the individual needs of the client. Individual needs include, for example, the nature of other client assets and the client's personal and family obligations.

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 checked="" type="checkbox"/>	(1) Provides investment supervisory services . . . . .	100%
<input type="checkbox"/>	(2) Manages investment advisory accounts not involving investment supervisory services . . . . .	_____ %
<input type="checkbox"/>	(3) Furnishes investment advice through consultations not included in either service described above . . . . .	_____ %
<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.)

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B. Does the applicant call any of the services it checked above financial planning or some similar term? . . . . .

	Yes	No
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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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 type="checkbox"/>	(3) Fixed fees (not including subscription fees)	<input type="checkbox"/>	(6) Other

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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

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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 checked="" 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 checked="" 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).

Applicant: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: <b>August 4, 2004</b>
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**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

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

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

A. Applicant's security analysis methods include: (check those that apply)

- |   |  |
|---|--|
| (1) <input checked="" type="checkbox"/> Charting    | (4) <input checked="" type="checkbox"/> Cyclical           |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input type="checkbox"/> Other (explain on Schedule F) |
| (3) <input checked="" type="checkbox"/> Technical   |  |

B. The main sources of information applicant uses include: (check those that apply)

- |   |   |
|---|---|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines    | (5) <input type="checkbox"/> Timing services  |
| (2) <input type="checkbox"/> Inspections of corporate activities              | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input checked="" type="checkbox"/> Company press releases  |
| (4) <input checked="" type="checkbox"/> Corporate rating services             | (8) <input type="checkbox"/> Other (explain on Schedule F)  |

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- |  |   |
|--|---|
| (1) <input checked="" type="checkbox"/> Long term purchases<br>(securities held at least a year) | (5) <input checked="" type="checkbox"/> Margin transactions   |
| (2) <input checked="" type="checkbox"/> Short term purchases<br>(securities sold within a year)  | (6) <input checked="" type="checkbox"/> Option writing, including covered options,<br>uncovered options or spreading strategies |
| (3) <input type="checkbox"/> Trading (securities sold within 30 days)                            | (7) <input type="checkbox"/> Other (explain on Schedule F)  |
| (4) <input type="checkbox"/> Short sales   |   |

Applicant: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: <b>August 4, 2004</b>
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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          | • formal education after high school               |
| • year of birth | • 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 checked="" 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.)

Applicant: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: <b>August 4, 2004</b>
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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.

**See Schedule F.**

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

**See Schedule F.**

Applicant: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: <b>October 18, 2007</b>
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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                      | No                                  |
|  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (2) amount of the securities to be bought or sold? ..... | Yes                      | No                                  |
|  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (3) broker or dealer to be used? .....                   | Yes                      | No                                  |
|  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (4) commission rates paid? .....                         | Yes                      | No                                  |
|  | <input type="checkbox"/> | <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 (unless applicant is registered or registering only with the Securities and Exchange Commission); 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

**Answer all items. 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: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: January 23, 2009
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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: <b>Kevin Kennedy, LLC</b>	IRS Empl. Ident. No.: <b>20-1297218</b>
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Item of Form (identify)	Answer		
1.D.	<p>Kevin Kennedy, LLC provides financial planning along with non-discretionary management services.</p> <p>Kevin Kennedy, LLC believes in building diversified, multi-asset class portfolios suited to an investor's unique goals. Kevin Kennedy, LLC emphasizes the process of discovering and quantifying a client's financial and life goals, and applying their wealth towards those goals.</p> <p><u>SEI Managed Account Program</u></p> <p>Kevin Kennedy, LLC participates in the Managed Accounts Program ("the Program") sponsored by SEI Investment Management Corporation ("SIMC"). To participate in the Program, Kevin Kennedy, LLC, SIMC and each client execute a tri-party agreement (hereinafter, a "Managed Account Agreement") providing for the management of certain investor assets in accordance with the terms thereof. Pursuant to a Managed Account Agreement, the investor appoints Kevin Kennedy, LLC as its investment adviser to assist the investor in selecting an asset allocation strategy, which would include the percentage of investor assets allocated to designated portfolios of separate securities (each, a "Separate Account Portfolio") and may include a percentage of assets allocated to a portfolio of mutual funds sponsored by SIMC or an affiliate thereof. The investor appoints SIMC to manage the assets in each Separate Account Portfolio in accordance with a strategy selected by the investor together with Kevin Kennedy, LLC. SIMC may delegate its responsibility for selecting particular securities to one or more portfolio managers. The Program seeks to provide a globally diversified portfolio in order to meet an investor's long term goals.</p> <p>The fees payable to SIMC, which are in addition to the fees charged by Kevin Kennedy, LLC, are as follows:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>U.S. Equity Tax/Transition</u></p> <p>0.85% for the first \$1,000,000 0.80% for the next \$2,000,000 0.75% for the next \$2,000,000</p> <p><u>U.S. Large Cap</u></p> <p>0.90% for the first \$1,000,000 0.90% for the next \$2,000,000 0.85% for the next \$2,000,000</p> <p><u>U.S. Small Cap</u></p> <p>1.20% for the first \$1,000,000 1.10% for the next \$2,000,000 1.00% for the next \$2,000,000</p> </td> <td style="width: 50%; vertical-align: top;"> <p><u>International Equity</u></p> <p>1.20% for the first \$1,000,000 1.10% for the next \$2,000,000 1.00% for the next \$2,000,000</p> <p><u>Core Fixed Income and Active Municipal Bond</u></p> <p>0.70% for the first \$1,000,000 0.65% for the next \$2,000,000 0.60% for the next \$2,000,000</p> <p><u>Laddered Municipal Bond</u></p> <p>0.30% for the first \$1,000,000 0.30% for the next \$2,000,000 0.30% for the next \$2,000,000</p> </td> </tr> </table> <p>Additional discounts may apply to any portfolio of \$5 million and above when multiple portfolio managers and/or mutual funds sponsored by SIMC or an affiliated are combined. There are no additional brokerage fees. All brokerage costs are included in the fees payable to SIMC. SIMC is the co-sponsor of this program and files a Schedule H of their Form ADV for this option.</p>	<p><u>U.S. Equity Tax/Transition</u></p> <p>0.85% for the first \$1,000,000 0.80% for the next \$2,000,000 0.75% for the next \$2,000,000</p> <p><u>U.S. Large Cap</u></p> <p>0.90% for the first \$1,000,000 0.90% for the next \$2,000,000 0.85% for the next \$2,000,000</p> <p><u>U.S. Small Cap</u></p> <p>1.20% for the first \$1,000,000 1.10% for the next \$2,000,000 1.00% for the next \$2,000,000</p>	<p><u>International Equity</u></p> <p>1.20% for the first \$1,000,000 1.10% for the next \$2,000,000 1.00% for the next \$2,000,000</p> <p><u>Core Fixed Income and Active Municipal Bond</u></p> <p>0.70% for the first \$1,000,000 0.65% for the next \$2,000,000 0.60% for the next \$2,000,000</p> <p><u>Laddered Municipal Bond</u></p> <p>0.30% for the first \$1,000,000 0.30% for the next \$2,000,000 0.30% for the next \$2,000,000</p>
<p><u>U.S. Equity Tax/Transition</u></p> <p>0.85% for the first \$1,000,000 0.80% for the next \$2,000,000 0.75% for the next \$2,000,000</p> <p><u>U.S. Large Cap</u></p> <p>0.90% for the first \$1,000,000 0.90% for the next \$2,000,000 0.85% for the next \$2,000,000</p> <p><u>U.S. Small Cap</u></p> <p>1.20% for the first \$1,000,000 1.10% for the next \$2,000,000 1.00% for the next \$2,000,000</p>	<p><u>International Equity</u></p> <p>1.20% for the first \$1,000,000 1.10% for the next \$2,000,000 1.00% for the next \$2,000,000</p> <p><u>Core Fixed Income and Active Municipal Bond</u></p> <p>0.70% for the first \$1,000,000 0.65% for the next \$2,000,000 0.60% for the next \$2,000,000</p> <p><u>Laddered Municipal Bond</u></p> <p>0.30% for the first \$1,000,000 0.30% for the next \$2,000,000 0.30% for the next \$2,000,000</p>		

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: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: January 23, 2009
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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: <b>Kevin Kennedy, LLC</b>	IRS Empl. Ident. No.: <b>20-1297218</b>
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Item of Form (identify)	Answer										
	<p>An alternative option, which does not wrap the brokerage fees into the asset management fee, is available. The asset management fees for the US Equity accounts are decreased by 0.05%. The fees for the fixed income accounts are the same for both program options; additional brokerage fees do not apply for fixed income.</p> <p><u>SEI Asset Management Program</u></p> <p>Kevin Kennedy, LLC also provides a disciplined approach to managing SEI assets using a five-step program:</p> <ol style="list-style-type: none"> <li>(1) Determining the investor's risk profile and investment objectives. The investor's investment objectives, investment time horizon, and risk profile are agreed upon using a questionnaire and interview process.</li> <li>(2) Setting a relevant asset allocation policy for the investor. The investor agrees on an asset allocation strategy implemented through mutual funds. The investor can purchase the mutual funds without choosing one of the asset allocation strategies. If the investor so chooses, automatic rebalancing of model allocation changes will not be available.</li> <li>(3) Diversifying among asset classes and styles. The investment managers selected and used by SEI are independent, institutional investment firms. The managers are monitored by SEI to ensure that their investment styles and performance remain consistent with the objectives of their respective mutual funds.</li> <li>(4) Rebalancing the investor portfolio. Rebalancing maintains the proper allocation to each asset class. Rebalancing occurs automatically if the underlying SEI funds are out of the prescribed quarterly allocation by greater than a 2% variance.</li> <li>(5) Reporting Results. SEI Trust Company acts as the transfer agent and custodian for client accounts. SEI Trust provides reporting services including monthly statements, quarterly performance reports and year-end tax reports.</li> </ol> <p>Kevin Kennedy, LLC is compensated for providing advice based on the following schedule:</p> <table style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;"><u>Assets Under Management</u></th> <th style="text-align: left;"><u>Annual Fee Percentage</u></th> </tr> </thead> <tbody> <tr> <td>\$0 to \$249,999</td> <td>1.25%</td> </tr> <tr> <td>\$250,000 to \$999,999</td> <td>1.00%</td> </tr> <tr> <td>\$1,000,000 to \$4,999,999</td> <td>0.80%</td> </tr> <tr> <td>\$5,000,000 and up</td> <td>0.70%</td> </tr> </tbody> </table> <p>Minimum annual fee: \$2,500</p> <p>When calculating the management fee, assets held in all related accounts will be combined to determine assets under management and annual fee percentage.</p> <p>SEI Trust Company will debit the investor's account on a quarterly basis for the above mentioned fees and charges. The charges to the account will be on an arrears basis and will be remitted quarterly net of any applicable account and performance reporting charges not charged to the customer.</p>	<u>Assets Under Management</u>	<u>Annual Fee Percentage</u>	\$0 to \$249,999	1.25%	\$250,000 to \$999,999	1.00%	\$1,000,000 to \$4,999,999	0.80%	\$5,000,000 and up	0.70%
<u>Assets Under Management</u>	<u>Annual Fee Percentage</u>										
\$0 to \$249,999	1.25%										
\$250,000 to \$999,999	1.00%										
\$1,000,000 to \$4,999,999	0.80%										
\$5,000,000 and up	0.70%										

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: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: January 23, 2009
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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: <b>Kevin Kennedy, LLC</b>	IRS Empl. Ident. No.: <b>20-1297218</b>
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Item of Form (identify)	Answer
	<p>The client will receive monthly statements from the SEI Trust Company indicating holdings. A quarterly report, indicating market value, cash flows, gains and losses, asset allocation, and performance as it relates to market indices, is also available if the investor elects to receive it. Annually, the client will receive a tax report for the account.</p> <p>Fees for management services provided to clients who choose not to use the SEI programs are as listed in above table, billed quarterly in arrears, based on the account value as of the last day of the quarter.</p> <p>Kevin Kennedy LLC may recommend that clients obtain a variable annuity contract with OM Financial Life Insurance Company. Kevin Kennedy, LLC will monitor and maintain the securities in the annuity on a non-discretionary basis and will receive a fee for as listed in above table, billed quarterly in arrears. There will not be any other remuneration received by Kevin Kennedy, LLC or related persons, for recommending this product.</p> <p>Clients may terminate their relationship with Kevin Kennedy, LLC at any time by providing written notice. Fees will be prorated through the date the termination notice is received by Kevin Kennedy, LLC.</p> <p><u>Financial Planning</u></p> <p>Kevin Kennedy, LLC generally charges an hourly fee of \$250 for financial planning services. Clients are requested to deposit one half of the estimated fee upon execution of the Agreement. An invoice for services is issued on completion of the written analysis and is payable on receipt.</p> <p>For clients who elect to use Kevin Kennedy, LLC for both financial planning and management services, Kevin Kennedy, LLC will waive the financial planning fees.</p> <p>Clients may terminate the Financial Planning Agreement, without penalty, at any time on written notice. In the event a client terminates before the completion of the financial plan, any prepaid but unearned fees will be refunded to the client.</p> <p>Although Kevin Kennedy, LLC believes its fees are competitive, lower fees for comparable services may be available from other sources.</p>
3.K.	Kevin Kennedy, LLC may also recommend investments in investment limited partnerships and venture capital funds.
5.	As general standards, at least four years of college, and some prior business experience are required. Graduate work and a specialized business or technical skill are preferred, but are not required. In addition, each associated person of Kevin Kennedy, LLC must meet all examination or experience requirements of the states in which the person provides advisory services.
6.	Kevin R. Kennedy, born 1967, earned a B.A. in Economics with a minor in Statistics from U.C. Davis in 1988.

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: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: January 23, 2009
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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: <b>Kevin Kennedy, LLC</b>	IRS Empl. Ident. No.: <b>20-1297218</b>
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Item of Form (identify)	Answer
8.C.(9)	<p><u>Business Background</u></p> <p>7/04 - Present Kevin Kennedy, LLC, Alameda, CA Investment Advisor, Managing Member</p> <p>12/00 - Present City of Alameda, Alameda, CA Government, Treasurer</p> <p>12/95 - 10/04 Brookstreet Securities, Alameda, CA Broker/Dealer, Investment Representative</p> <p>Kevin R. Kennedy is a licensed life insurance agent, and as such sells life insurance and annuities products. Mr. Kennedy may recommend insurance products to clients and may receive commissions for such sales if a client elects to purchase such products through Kevin Kennedy in his capacity as insurance agent. The insurance products sold are transacted with a variety of insurance companies on a commission basis. Clients are under no obligation to purchase or apply for any insurance, or to use Mr. Kennedy as the broker for insurance products purchased. If clients decide to purchase or apply for insurance, or use Mr. Kennedy as the broker for insurance products, a conflict may exist between the interests of Kevin Kennedy, LLC and the interests of the client.</p>
9.D. & E.	<p>It is Kevin Kennedy, LLC's policy not to permit associated persons (or certain of their relatives) to trade in a manner that takes advantage of price movements caused by clients' transactions.</p> <p>From time to time, trading by Kevin Kennedy, LLC and its associated persons (and certain of their relatives) in particular securities may be restricted in recognition of impending investment decisions on behalf of clients. If transaction orders for a client and Kevin Kennedy, LLC (and/or its associated persons and relatives) are to be executed on the same day, then transaction orders for Kevin Kennedy, LLC and its associated persons will be the last orders filled.</p> <p>Kevin Kennedy, LLC and its associated persons may purchase or sell specific securities for their own account based on personal investment considerations without regard to whether the purchase or sale of such security is appropriate for clients.</p>
10.	<p>Kevin Kennedy, LLC generally requires advisory clients to start their relationship with a minimum of \$500,000 in combined accounts, although this minimum may be waived in certain circumstances.</p>
11.A.	<p>Investments of managed account clients are reviewed regularly by Mr. Kennedy, managing member of Kevin Kennedy, LLC, for overall adherence with the investment philosophy employed by Kevin Kennedy, LLC and any specific requirements of the client. Account holdings will also be reviewed at any time changing market conditions warrant.</p> <p>Financial planning clients should have their plan reviewed every couple of years, or when considerable changes in the client's financial situation occur. Clients are responsible for initiating these reviews.</p>
11.B.	<p>Investment reports are provided to managed account clients not less often than quarterly, containing at least current investment holdings, transaction summaries, and market values. These reports may be issued by SEI or related companies, or the Custodian of the client's assets.</p>

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: <b>Kevin Kennedy, LLC</b>	SEC File Number: 801-	Date: January 23, 2009
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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: <b>Kevin Kennedy, LLC</b>		IRS Empl. Ident. No.: <b>20-1297218</b>
Item of Form (identify)	Answer	
12.A.	Kevin Kennedy, LLC assists the client in selecting an investment strategy and securities allocation in client's portfolio. Kevin Kennedy, LLC will provide SEI with authorization to rebalance the account on a regular basis to adjust for deviations in allocations, and changes in the selected strategy, as appropriate. At no time will Kevin Kennedy, LLC make changes to a client's portfolio without being instructed to do so by the client.	
12.B.	Clients who opt to take advantage of asset management services offered by Kevin Kennedy, LLC are required to open a brokerage account with a brokerage firm approved by the companies mentioned in item 1.D. of this Schedule F of Form ADV. It may be the case that the recommended broker charges a higher fee for a particular type of service, such as commission rates, than can be obtained from another broker.	

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