

Brochure Supplement

(Part 2B of Form ADV)

MCNAMARA FINANCIAL SERVICES, INC.

1020 Plain Street, Suite 200

Marshfield, MA 02050

781-834-2010

Fax 781-834-2056

www.mcnamarafinancial.com

This brochure supplement provides information about **Michael J. McNamara** that supplements the McNamara Financial Services, Inc. (“MFS”) brochure. You should have received a copy of that brochure. Please contact MFS if you did not receive MFS’s brochure or if you have any questions about the contents of this supplement. Please contact MFS at: 781-834-2010. 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 Michael J. McNamara is available on the SEC’s website at www.adviserinfo.sec.gov.

March 31, 2014

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

McNamara Financial Services requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA.

Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Massachusetts law (Section 203A) requires advisers to disclose information on disciplinary history and the registration of the adviser and its associated persons. This information may be obtained via the U.S. Securities and Exchange Commission public disclosure website at

www.sec.gov/checkoutbrokersandadvisers, by phone at (202) 942-8090 or the Massachusetts Securities Division, One Ashburton Place, 17th Floor, Boston, Massachusetts 02108.

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.

MICHAEL J. MCNAMARA, PHD, CFP

Born 1948

Educational Background:

- Boston College – 1980, Doctorate
- Boston College – 1978, Masters
- Tufts University – 1970, BS

Business Experience:

- McNamara Financial Services, Inc. - President and Advisor, 10/2010 to Present
- McNamara Financial Services, Inc. – President, 12/2005 to 10/2010
- Commonwealth Financial Network, Investment Advisory Representative, Registered Representative, 1/1985 to 9/2010

Additional Compensation: None

Professional Designations:

- CERTIFIED FINANCIAL PLANNER™¹
- Accredited Investment Fiduciary²

Supervision:

Mr. McNamara is supervised by Ms. Reed, the Chief Compliance Officer. She reviews Mr. McNamara's work through frequent office interactions as well as remote interactions. She also reviews Mr. McNamara's activities through our client relationship management system.

Ms. Reed's contact information:

781-834-2010

Alyssa@mcnamarafinancial.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

¹ The mark of CFP® identifies those individuals who have met the experience and ethical requirements of the CFP® Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP® designees must also agree to meet ongoing continuing education requirements and to uphold the CFP® Board's Code of Ethical and Professional Responsibility and Financial Planning Practice Standards.

² The Accredited Investment Fiduciary® ("AIF®") designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF® Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

Brochure Supplement
(Part 2B of Form ADV)

MCNAMARA FINANCIAL SERVICES, INC.
1020 Plain Street, Suite 200
Marshfield, MA 02050
781-834-2010
Fax 781-834-2056
www.mcnamarafinancial.com

This brochure supplement provides information about **Alyssa McNamara Reed** that supplements the McNamara Financial Services, Inc. (“MFS”) brochure. You should have received a copy of that brochure. Please contact MFS if you did not receive MFS’s brochure or if you have any questions about the contents of this supplement. Please contact MFS at: 781-834-2010. 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 Alyssa McNamara Reed is available on the SEC’s website at www.adviserinfo.sec.gov.

March 31, 2014

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

McNamara Financial Services requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Massachusetts law (Section 203A) requires advisors to disclose information on disciplinary history and the registration of the adviser and its associated persons. This information may be obtained via the U.S. Securities and Exchange Commission public disclosure website at www.sec.gov/checkoutbrokersandadvisers, by phone at (202) 942-8090 or the Massachusetts Securities Division, One Ashburton Place, 17th Floor, Boston, Massachusetts 02108.

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

ALYSSA MCNAMARA REED, CFP

Born 1980

Educational Background:

- Villanova – 2003, BS

Business Experience:

- McNamara Financial Services, Inc. –Advisor, Secretary, Treasurer, Chief Compliance Officer, 10/2010 to Present
- McNamara Financial Services, Administrative Assistant, 12/2005 to 10/2010
- Commonwealth Financial Network, Registered Representative, 5/2005 to 9/2010

Additional Compensation: None

Professional Designations:

- CERTIFIED FINANCIAL PLANNER™³
- Certified Long Term Care Consultant⁴

Supervision:

Ms. Reed is supervised by Mr. Michael McNamara, the President. He reviews Ms. Reed's work through frequent office interactions as well as remote interactions. He also reviews Ms. Reed's activities through our client relationship management system.

Mr. McNamara's contact information:

781-834-2010

Mike@mcnamarafinancial.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

³ The mark of CFP® identifies those individuals who have met the experience and ethical requirements of the CFP® Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP® designees must also agree to meet ongoing continuing education requirements and to uphold the CFP® Board's Code of Ethical and Professional Responsibility and Financial Planning Practice Standards.

⁴ The Certified Long Term Care designation is received from the Corporation for Long-Term Care Certification, Inc. by completing an educational component and passing a final examination. Maintaining the designation requires commitment to the CLTC Code of Professional Responsibility and continuing education, including a bi-annual Ethics Requirement.

Brochure Supplement
(Part 2B of Form ADV)

MCNAMARA FINANCIAL SERVICES, INC.
1020 Plain Street, Suite 200
Marshfield, MA 02050
781-834-2010
Fax 781-834-2056
www.mcnamarafinancial.com

This brochure supplement provides information about **Justin J. McNamara** that supplements the McNamara Financial Services, Inc. (“MFS”) brochure. You should have received a copy of that brochure. Please contact MFS if you did not receive MFS’s brochure or if you have any questions about the contents of this supplement. Please contact MFS at: 781-834-2010. 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 Justin McNamara is available on the SEC’s website at www.adviserinfo.sec.gov.

March 31, 2014

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

McNamara Financial Services requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Massachusetts law (Section 203A) requires advisors to disclose information on disciplinary history and the registration of the adviser and its associated persons. This information may be obtained via the U.S. Securities and Exchange Commission public disclosure website at www.sec.gov/checkoutbrokersandadvisers, by phone at (202) 942-8090 or the Massachusetts Securities Division, One Ashburton Place, 17th Floor, Boston, Massachusetts 02108.

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

JUSTIN J. MCNAMARA, CFP

Born 1979

Educational Background:

- Providence College – 2002, BS

Business Experience:

- McNamara Financial Services, Inc. –Advisor, Vice President, 10/2010 to Present
- McNamara Financial Services, Administrative Assistant, 12/2005 to 10/2010
- Commonwealth Financial Network, Registered Representative, 3/2003 to 9/2010

Additional Compensation: None

Professional Designations:

- Certified Financial Planner⁵

Supervision:

Mr. McNamara is supervised by Ms. Reed, the Chief Compliance Officer. She reviews Mr. McNamara's work through frequent office interactions as well as remote interactions. She also reviews Mr. McNamara's activities through our client relationship management system.

Ms. Reed's contact information:

781-834-2010

Alyssa@mcnamarafinancial.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding:

Pursuant to an Offer of Undertakings and Representations and Consent to Entry of Order with the Massachusetts Securities Division dated March 11, 2013, Justin J. McNamara agreed to pay unpaid back registration fees and administrative assessments amounting to \$300.

Bankruptcy Petition: None

⁵ The mark of CFP® identifies those individuals who have met the experience and ethical requirements of the CFP® Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP® designees must also agree to meet ongoing continuing education requirements and to uphold the CFP® Board's Code of Ethical and Professional Responsibility and Financial Planning Practice Standards.

Brochure Supplement
(Part 2B of Form ADV)

MCNAMARA FINANCIAL SERVICES, INC.
1020 Plain Street, Suite 200
Marshfield, MA 02050
781-834-2010
Fax 781-834-2056
www.mcnamarafinancial.com

This brochure supplement provides information about **Kirk B. Reed** that supplements the McNamara Financial Services, Inc. ("MFS") brochure. You should have received a copy of that brochure. Please contact MFS if you did not receive MFS's brochure or if you have any questions about the contents of this supplement. Please contact MFS at: 781-834-2010. 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 Kirk B. Reed is available on the SEC's website at www.adviserinfo.sec.gov.

March 31, 2014

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

McNamara Financial Services requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Massachusetts law (Section 203A) requires advisers to disclose information on disciplinary history and the registration of the adviser and its associated persons. This information may be obtained via the U.S. Securities and Exchange Commission public disclosure website at www.sec.gov/checkoutbrokersandadvisers, by phone at (202) 942-8090 or the Massachusetts Securities Division, One Ashburton Place, 17th Floor, Boston, Massachusetts 02108.

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

KIRK B. REED, CFP

Born 1980

Educational Background:

- Villanova University – 2003, BS

Business Experience:

- McNamara Financial Services, Inc. – Advisor, 10/2013 to Present
- McNamara Financial Services, Paraplanner / Client Service Manager, 01/2009 to 10/2013
- McNamara Financial Services, Operations, 01/2007 to 01/2009
- Commonwealth Financial Network, Registered Representative, 11/2007 to 10/2010
- Commonwealth Financial Network, Investment Adviser Representative, 03/2010 to 10/2010

Additional Compensation: None

Professional Designations:

- Certified Financial Planner⁶

Supervision:

Mr. Reed is supervised by Ms. Reed, the Chief Compliance Officer. She reviews Mr. Reed's work through frequent office interactions as well as remote interactions. She also reviews Mr. Reed's activities through our client relationship management system.

Ms. Reed's contact information:

781-834-2010

Alyssa@mcmamarafinancial.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

⁶ The mark of CFP® identifies those individuals who have met the experience and ethical requirements of the CFP® Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP® designees must also agree to meet ongoing continuing education requirements and to uphold the CFP® Board's Code of Ethical and Professional Responsibility and Financial Planning Practice Standards.