



MURRAY FINANCIAL, INC.

A REGISTERED INVESTMENT ADVISORY (RIA) FIRM

Form ADV, Part 2A: Firm Brochure

- This brochure provides information about the qualifications and business practices of Murray Financial, Inc. (MFI). If you have any questions about the contents of this brochure, please contact Timothy T. Murray, CFP[®], CDF[™] at TimMurray@MurrayFinancial.com or at the phone number below. 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 Murray Financial, Inc. is also available on the SEC's website at www.advisorinfo.sec.gov
- Being a "Registered Investment Advisor" (RIA) or being described as "registered," does not imply a certain level of skill or training.

Item 1 – Identification

Murray Financial, Inc.

13603 Gladwyn Ct., Chantilly, VA 20151

Phone: 703-810-8424 Fax: 703-991-5519

Email: TimMurray@MurrayFinancial.com

Website: www.MurrayFinancial.com

Date of this brochure: March 24, 2017

Item 2 – Material Changes

Murray Financial, Incorporated (MFI) is required to file an amended update of this Form ADV Firm Brochure annually with the Virginia State Corporation Commission. MFI will provide a new copy of this Firm Brochure as necessary based on changes or new information, at any time, without charge.

There have been no material changes since the last annual update (February 2016).

Currently, this Firm Brochure may be requested by contacting Timothy T. Murray, CFP[®], CDF[™] at 703-810-8424 or TimMurray@MurrayFinancial.com. This brochure is also available on the web at www.MurrayFinancial.com. Additional information about Murray Financial, Inc. is available via the SEC's web site www.advisorinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Murray Financial, Inc. who are registered, or are required to be registered, as investment advisor representatives of Murray Financial, Inc.

Item 3 -Table of Contents

Item 1 – Identification	1
Item 2 – Material Changes	1
Item 3 – Table of Contents	2
Item 4 – Advisory Business	3
Item 5 – Fees and Compensation	5
Item 6 – Performance-Based Fees and Side-By-Side Management.....	7
Item 7 – Types of Clients.....	7
Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss	7
Item 9 – Disciplinary Information	9
Item 10 – Other Financial Industry Activities and Affiliations	10
Item 11 – Code of Ethics	10
Item 12 – Brokerage Practices	10
Item 13 – Review of Accounts	11
Item 14 – Client Referrals and Other Compensation.....	11
Item 15 – Custody	12
Item 16 – Investment Discretion	12
Item 17 – Voting Client Securities	12
Item 18 – Financial Information	12
Item 19 – Requirements for State-Registered Advisors	12

Item 4 – Advisory Business

A. Description of the Advisory Firm

Murray Financial, Inc. (*hereinafter* “MFI”) is a Corporation formed under the laws of the State of Virginia. It has operated as a Registered Investment Advisory (RIA) firm since June 2006. The principal owners of MFI are Timothy T. Murray, CFP[®], CDFATM and his wife, Polly A. Murray.

Financial planning and investment advice is provided solely by:

Timothy T. Murray, CFP[®], CDFATM

Designations: CERTIFIED FINANCIAL PLANNERTM
Certified Divorce Financial AnalystTM

Licenses: SEC Registered Investment Advisor Representative
Virginia Life and Health Insurance License

Year of Birth: 1963

Formal Education after High School:

- Virginia Tech, B.S., Civil Engineering
- George Mason University, M.Ed., Education
- Florida State University, Financial Planning Certificate

Business Background for the Past 15 Years:

- Murray Financial, Inc., President/Owner, 01/2002 to Present
- Murray Financial, Inc., Registered Investment Advisor Representative (RIAR), 06/2005 to Present
- Capital Planning & Investments, Registered Investment Advisor Representative, 01/2002 to 05/2005
- Jefferson Pilot Securities Corporation, Registered Representative, 01/2002 to 05/2005
- P.M. Learning Centers, Inc., Vice President/Owner, 03/1993 to 01/2002

CERTIFIED FINANCIAL PLANNERTM (CFP[®]) Designation Explanation Statement

To be authorized to use the CFP[®] designation, a candidate must satisfactorily fulfill educational, testing, experience, and ethical requirements. The CFP[®] candidate must complete college level course work covering the following planning areas: risk management, employee benefits, investments, income taxes, retirement, and estate tax issues. The CFP[®] candidate must complete at least 3 years of full-time financial planning related experience, and once awarded the designation, must abide by a stringent code of conduct and standards of practice and complete 30 hours of continuing education every two years.

Certified Divorce Financial Analyst (CDFATM) Designation Explanation Statement

To be authorized to use the CDFATM designation, a candidate must satisfactorily fulfill educational, examination, and experience requirements. The examination tests understanding and knowledge of the financial aspects of divorce. In addition,

the candidate must demonstrate the practical application of this knowledge in the divorce process. Once certified, CDFA™ practitioners are required to maintain technical competence, fulfill ethical obligations, and complete, over a two year period, a minimum of 20 hours of continuing education, 10 of which must be specifically related to the field of divorce.

B. Financial Planning and Consulting Services

Murray Financial, Inc. (MFI) provides financial planning services which typically involve providing a variety of services, principally advisory in nature, to clients regarding the management of their financial resources. MFI will first conduct an initial consultation with the client during which pertinent information about the client's financial circumstances and objectives is collected. Once such information has been reviewed and analyzed, a written financial plan – designed to achieve the clients' stated financial goals and objectives – will be produced and presented to the client. The primary objective of this process is to allow MFI to assist the client in developing a strategy for the successful management of income, assets, and liabilities while meeting the client's financial goals and objectives.

Some clients may only require advice on a single aspect of the management of their financial resources. For these clients, MFI offers financial plans in a modular format and/or general consulting services that address only those specific areas of concern. These areas may include, but are not limited to, cash flow management, investment planning, retirement planning, college education planning, debt counseling, advice on existing or potential investment products, asset allocation, and/or financial decision making/negotiation.

MFI develops financial plans based on the client's current financial situation. They are based on financial information disclosed by the client to MFI. Clients are advised that certain assumptions may be made with respect to interest and inflation rates as well as the use of past trends and performance of the market and economy. Past performance is in no way an indication of future performance. MFI cannot offer any guarantees or promises that the client's financial goals and objectives will be met. If ongoing financial planning services are requested, it is the client's responsibility to promptly notify MFI if their financial situation, goals, objectives, or needs change.

C. Investment Advisory Services

MFI provides non-discretionary (meaning all changes to the portfolio are pre-approved by client) portfolio management services where investment advice is custom tailored to meet the needs and investment objectives of the client. MFI uses a client completed investment questionnaire along with a consultation to determine the appropriate asset allocation. An Investment Policy Summary (IPS) is provided which details the specific recommended investments. Once the IPS is

approved by the client, initial trades are made. MFI then provides quarterly reviews of the portfolio and makes change recommendations as warranted. It is the client's responsibility to promptly notify MFI if their financial situation, goals, objectives, or needs change.

In very limited circumstances, MFI may assume discretion over Client accounts to execute previously approved trades or if a trade is required in order to make funds available for advisory fees as described in the Engagement Agreement.

MFI investment selections primarily consist of exchange traded and mutual funds, and some insurance products. Occasionally, individual equities and bonds may be held in MFI client portfolios.

Assets Under Management (as March 24, 2017): approximately \$59 million

Item 5 – Fees and Compensation

A. Financial Planning and Consulting Services

MFI charges an hourly rate of \$200 for financial planning and consulting services. An estimate of the total time/cost will be determined at the start of the advisory relationship. An initial payment of 50% of the estimated time/cost may be required at the start of the advisory relationship and the balance will be due upon completion of the contracted services. The final fee shall be determined based on the facts and circumstances of the client's financial situation and the complexity of the financial plan or service(s) requested. *In limited circumstances*, the time/cost could potentially exceed the initial estimate. In such cases MFI will notify the client and MFI may request that the client pay an additional fee.

The client may terminate the financial planning and/or consulting agreement within five days of the date of acceptance without penalty to the client. After the five-day period, either party may terminate the agreement by providing written notice to the other party. However, the client will incur a pro rata charge for bona fide financial planning and/or consulting services rendered prior to such termination. In the event there are any prepaid, unearned fees, MFI will promptly refund a pro rata share to the client.

B. Portfolio Management Services

The annual fee for portfolio management services is billed quarterly in arrears based on the market value of the managed accounts on the last day of the quarter. Fees will be assessed pro rata in the event the portfolio management agreement is executed at any time other than the first day of a billing period. On an annualized basis, MFI's fees for portfolio management services, subject to negotiation, are

based on the following tiered fee schedule:

Assets Under Management	Annualized Fee
\$0 to \$50,000	2.00%
\$50,001 to \$100,000	1.50%
\$100,001 to \$500,000	1.25%
\$500,001 to \$1,000,000	1.00%
\$1,000,001 to \$1,250,000	0.90%
\$1,250,001 to \$2,500,000	0.80%
\$2,500,001 and higher	0.70%
Section 529 Education Accounts	1.00%

Payment of fees will be made by the custodian holding the clients' securities provided that the following requirements are met:

- The client provides written authorization permitting the fees to be paid directly from the client's account held by the custodian. MFI does not have access to client funds for payment of fees without client consent in writing.
- MFI sends the client an invoice showing the amount of the fee, the value of the client's assets on which the fee is based, and the specific manner in which the fee was calculated.
- The custodian agrees to send the client a statement, at least quarterly, indicating all amounts dispersed from the account including the amount of the advisory fee paid directly to MFI.

MFI fees are exclusive of brokerage transaction fees, and other related costs or expenses. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees which are disclosed in a fund's prospectus. Such charges and fees are exclusive of and in addition to MFI's fee. **MFI shall not receive any portion of custodian charges or other third party fees.**

MFI or the client may terminate the management agreement within five days of the date of acceptance without penalty to the client. After the five-day period, either party, upon 30 days written notice to the other, may terminate the management agreement. The management fee will be pro-rated for the quarter in which the cancellation notice was given and fees will be due and payable by the client. Refunds are not applicable as fees are paid in arrears.

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

MFI does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client) nor participate in side-by-side management of assets.

Item 7 – Types of Clients

MFI offers personalized financial planning and investment advisory services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities.

MFI has no minimum account size or minimum client net worth policies.

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

MFI ascertains investor's goals, risk tolerance, and time horizon through an interview process. These findings, along with an investment questionnaire, are used to determine investment strategies or financial plans that, according to the Advisor's judgment, are best suited to fit the client's needs. In providing its financial planning and investment advisory services, MFI generally focuses on the long-term. After MFI evaluates the client's financial needs, the Advisor designs investment and risk management strategies to help the client achieve his or her financial goals.

MFI investment recommendations reflect certain principles and considerations. All investment accounts are analyzed as a single aggregated portfolio. Recommendations are then made to allocate the portfolio across multiple diverse asset classes. Tax efficiency is important but is not the sole consideration in developing a strategy. Finally, close attention is paid to investment expenses and numerous other factors related to individual investment selection.

Investment strategies may include long-term and short-term security purchases depending upon the individual needs of the client. The concept of asset allocation or spreading investments among numerous asset classes is in the forefront of MFI's investment strategies. Asset allocation seeks to achieve diversification which reduces risk while not sacrificing the portfolios overall return.

The major asset classes MFI commonly recommends are U.S. Large-Capitalization Stocks (growth & value), U.S. Mid-Capitalization Stocks (growth & value), US Small-Capitalization Stocks (growth & value), Foreign Stocks, Emerging Market Stocks, Commodities, Short, Intermediate, and Long Corporate and

Government Bonds, Non-US and Emerging Markets Corporate and Government Bonds, High Yield Bonds, Cash and Cash equivalents. MFI generally does not recommend specific individual securities or specific sectors within asset classes as exposure to these sectors is provided by the recommended funds.

MFI does not attempt to “time the market” or make specific, short-term predictions in market directions. As opposed to “timing the market”, MFI believes that a better strategy is “time in the market”.

MFI generally recommends no-load (or load waived) mutual and exchange-traded funds (ETF’s) that represent either an index or managed portfolio of individual securities diversified within the target asset class. Analyzed criteria include: expense ratio, performance, style, tenure, market capitalization, turnover ratio, and date of inception.

Recommendations for purchasing investments will be based on publicly available reports and analysis. MFI utilizes many sources of public information and research materials.

Although clients may re-engage services at any time, MFI encourages the strategy of regular portfolio rebalancing on a quarterly basis. Periodic rebalancing is a disciplined way to, over time, buy (relatively) low and sell (relatively) high while maintaining the portfolio’s allocation target values. Depending on the client’s individual circumstances, MFI may encourage more frequent portfolio reviews or analysis. It is the client’s responsibility to notify MFI of changes in their long-term goals or if there are significant financial circumstances that need to be addressed.

In summary, MFI’s investment strategies are based on Six Principles and Practices:

Principles

1. **Faith** – that the United States and, in aggregate, world economies will continue to grow and outpace inflation as they always have – long-term.
2. **Patience** – in the approach and management of long-term investments. Proven investment strategies need sufficient time to work.
3. **Discipline** – to consistently adhere to and fully embrace the current investment plan, regardless of market conditions. Action taken will be based on a set plan as opposed to a reaction to market movement or current events.

Practices

1. **Asset allocation** – establishes a stock/commodity/bond & cash ratio that is appropriate for the investor’s risk tolerance — which then helps reduce the likelihood of panic selling at market lows.

2. **Diversification** – spreads risk among numerous asset classes so that a single category or security's decline will not, in a significant way, adversely affect the overall performance of the portfolio.
3. **Rebalancing** – takes advantage of market volatility by reducing the holdings of investment categories that have outperformed others (selling high) and using those proceeds to purchase investment categories that have underperformed (buying low).

Investing in stocks and bonds, individually and/or through funds, involves risk of loss of principle. MFI clients are advised to read their investment policy summary and fund prospectuses carefully and ask for further explanation of investment strategies, if needed, before agreeing to implement the investment plan.

Item 9 – Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to the evaluation of MFI or the integrity of MFI's management.

MFI has no information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

No MFI employees are registered, or have an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant, commodity pool operator, or a commodity trading advisor.

MFI does not have any related parties, and as a result, does not have a relationship with any related parties.

For investment advisory and financial planning clients, MFI receives compensation directly from said clients and does not receive any remuneration from outside sources or have any conflicts of interest with any third party.

In addition to investment advisory and financial planning services, Timothy T. Murray, CFP[®], CDFP[™], President of MFI, offers income tax preparation, insurance sales, and divorce financial analysis services through MFI. Investment advisory and/or financial planning clients of MFI may choose to utilize these additional services. Clients are advised that fees paid to MFI for investment advisory and financial planning services are distinct and separate from fees paid for the above mentioned services. Mr. Murray currently spends approximately 10% of his professional time acting in separate capacities that involve tax preparation, insurance sales, and divorce financial analysis.

Item 11 – Code of Ethics

MFI has adopted a Code of Ethics, the full text of which is available to clients upon request. MFI has several goals in adopting this Code. First, MFI desires to comply with all applicable laws and regulations governing its practice. MFI believes that compliance with such regulations is a signal to its clients that MFI exists to serve them, and that MFI supports the efforts of those organizations dedicated to upholding the law.

Next, the management of MFI has determined to set forth guidelines for professional standards, under which all associated persons of MFI are to conduct themselves. MFI has set high standards, the intention of which is to protect client interests at all times and to demonstrate its commitment to its fiduciary duties of honesty, good faith, and fair dealing with clients. All associated persons are expected to strictly adhere to these guidelines, as well as the procedures for approval and reporting established in the Code of Ethics.

MFI does not recommend that clients buy or sell any security in which a related person to MFI has a material financial interest.

Advisors of MFI do, however, regularly own, buy, and sell mutual and exchange traded funds for themselves that they also recommend to clients.

Privacy Policies

Protecting client privacy is very important to MFI. MFI views protecting its customers' private information as a top priority and, pursuant to the requirements of the federal Gramm Leach Bliley Act, MFI has instituted policies and procedures to ensure that customer information is kept private and secure.

MFI does not disclose any nonpublic personal information about its customers or former customers to any nonaffiliated third parties, except as permitted by law. In the course of servicing a client's account, MFI may share some information with its service providers, such as transfer agents, custodians, broker-dealers, accountants, and lawyers.

MFI restricts internal access to client information to those associated persons working with or for MFI who need access to that information in order to facilitate the delivery of services to the client. MFI will never sell client information to anyone.

Item 12 – Brokerage Practices

For brokerage accounts, MFI's clients purchase investments through facilities of National Financial Services LLC, a wholly owned subsidiary of Fidelity Investments. For Section 529 College Savings Plans, MFI's clients purchase

investments through American Funds. These firms are independent from and unaffiliated with MFI. Fidelity Investments and American Funds offers services to independent investment advisors which include custody of securities, trade execution, clearance, and settlement of transactions. It may be the case that Fidelity Investments charges a higher transaction fee for a particular type of service than can be obtained from another broker.

As a matter of policy and practice, MFI does not use client “block trades.” Consequently, certain client trades may be executed before others, and at a different price. Additionally, MFI clients may not receive volume discounts available to advisors who block client trades.

The research products and services that MFI may receive from Fidelity Investments and American Funds may include financial publications, information about particular companies and industries, research software, and other products or services. Such research products and services are provided to all investment advisors who utilize Fidelity Investments or American Funds and are not considered to be paid for with soft dollars.

Item 13 – Review of Accounts

Review of Accounts

MFI will monitor client accounts on a continual basis and will conduct formal reviews with clients quarterly, or more frequently, depending on the scope of the engagement. Triggering factors that stimulate the review of a client’s account include, but are not limited to, the following: changes in economic conditions, changes in the client’s financial situation or investment objectives, and the client’s request for an additional review of the account. Accounts are reviewed in the context of each client’s stated investment objectives and guidelines.

Reports to Clients

Clients will receive statements directly from Fidelity Investments and/or American Funds on a monthly or quarterly basis. MFI will provide quarterly performance reports, change recommendations, and billing statements. Additional reports may be provided upon client request.

Item 14 – Client Referrals and Other Compensation

Employee and Non-employee (outside) consultants, who are directly responsible for bringing a client to MFI, may receive compensation from MFI. Such agreements will comply with the requirements set forth by the states/jurisdictions where the solicitation occurs, including the requirement that the relationship between the solicitor and the investment advisor be disclosed to the client at the time of the solicitation or referral. Under these arrangements, the client does not

pay higher fees than MFI 's normal/typical advisory fees.

In any case, where applicable state laws require these persons to become licensed either as representatives of MFI or as an independent investment advisor, MFI will request such registration prior to any solicitation activities. MFI will request that its clients acknowledge this arrangement prior to acceptance of the clients' account for advisory services.

Item 15 – Custody

MFI shall never have custody of any client funds or securities, as the services of a qualified and independent custodian (Fidelity Investments and/or American Funds) will be used for these asset management services. It is recommended, however, that clients review the statements provided by said custodian on a regular basis.

Item 16 – Investment Discretion

MFI provides non-discretionary (meaning all changes to the portfolio are pre-approved by client) portfolio management services where the investment advice provided is custom tailored to meet the needs and investment objectives of the client. Once the portfolio is constructed, MFI provides quarterly reviews of the portfolio as changes in market conditions and client circumstances may require. MFI will obtain client approval prior to the execution of any trades. In very limited circumstances, MFI may assume discretion over Client accounts to execute previously approved trades or if a trade is required in order to make funds available for advisory fees as described in the Engagement Agreement.

Item 17 – Voting Client Securities

MFI will not vote proxies on behalf of advisory clients' accounts. Although, on rare occasions and only at the client's request, MFI may offer clients advice regarding corporate actions and the exercise of proxy voting rights.

Item 18 – Financial Information

MFI does not foresee any financial condition that is reasonably likely to impair the ability to meet contractual commitments to clients. MFI has never been the subject of a bankruptcy petition.

Item 19 – Requirements for State-Registered Advisors

Required information for this Item is in other areas of this Firm Brochure.

MFI Client Information Privacy Principles

The safeguarding of client information is an issue we take seriously at Murray Financial, Inc (MFI). To affirm our continuing commitment to the proper use of client information, we have set forth the following Privacy Principles.

1. **Recognition of a Client's Expectation of Privacy:** At MFI, we believe the confidentiality and protection of client information is one of our fundamental responsibilities. And while information is critical to providing quality service, we recognize that one of our most important assets is our clients' trust. Thus, the safekeeping of client information is a priority for MFI.
2. **Use, Collection, and Retention of Client Information:** MFI limits the use, collection, and retention of client information to what we believe is necessary or useful to conduct our business, provide quality service, and offer products, services, and other opportunities that may be of interest to our clients. Information collected may include, but is not limited to: name, address, telephone number, tax identification number, date of birth, employment status, annual income and net worth. MFI may, unless requested in writing to the contrary, provide information to accountants, attorneys, or other professionals working with current MFI clients.
3. **Maintenance of Accurate Information:** MFI recognizes that it must maintain accurate client records. Therefore, MFI has established procedures to maintain the accuracy of client information and to keep such information current and complete. These procedures include responding to requests to correct inaccurate information in a timely manner.
4. **Limiting Employee Access to Information:** At MFI, employee access to personally identifiable client information is limited to those with a business reason to know such information. Employees are educated on the importance of maintaining the confidentiality of client information and on these Privacy Principles. Because of the importance of these issues, all MFI employees are responsible for maintaining the confidentiality of client information and employees who violate these Privacy Principles will be subject to disciplinary measures.
5. **Protection of Information via Established Security Procedures:** MFI recognizes that a fundamental element of maintaining effective client privacy procedures is to provide reasonable protection against the unauthorized access to client information. Therefore, MFI has established appropriate security standards and procedures to guard against any unauthorized access to client information.
6. **Disclosure of Privacy Principles to Clients:** MFI recognizes and respects the privacy expectations of our clients. We want our clients to understand our commitment to privacy in our use of client information. As a result of our commitment, we have developed these Privacy Principles which are made readily available to our clients. Clients who have questions about these Privacy Principles or have a question about the privacy of their client information should contact Timothy T. Murray, CFP® at 703-810-8424 or e-mail him at TimMurray@MurrayFinancial.com.

These Privacy Principles apply to individuals, and we reserve the right to change these Privacy Principles, and any of the policies or procedures described above, at any time without prior notice. These Privacy Principles are for general guidance and do not constitute a contract or create legal rights and do not modify or amend any agreements we have with our clients.