
BROCHURE SUPPLEMENT

Alan G. Cutler
Robert W. Winder
Paul R. Maxfield



FIRST FINANCIAL ADVISORS LC
386 West Center Street
Orem, UT 84057
801-356-9600

March 31, 2023

DISCLAIMER:

This **BROCHURE SUPPLEMENT** provides information about Alan G. Cutler, Robert W. Winder, and Paul R. Maxfield that supplements the **FIRM BROCHURE** of **First Financial Advisors LC** (herein **FFA**). You should have received a copy of that **FIRM BROCHURE**. Please contact Alan G. Cutler or Robert W. Winder if you did not receive the **FIRM BROCHURE** or if you have any questions about the contents of this **BROCHURE SUPPLEMENT**.

Additional information about Messrs. Cutler, Winder, and Maxfield is available on the SEC's website at www.adviserinfo.sec.gov. The CRD number for Mr. Cutler is 1493621, for Mr. Winder is 868353, and for Mr. Maxfield is 6981150.

NOTE:

While First Financial Advisors LC may refer to itself as a "registered investment advisor" or "RIA" Clients should be aware that registration itself does not imply any level of skill or training.

EDUCATIONAL AND BUSINESS EXPERIENCE

Alan G. Cutler (b. 1943), Managing Member of FFA.

Education

- 1971 MBA, UCLA, majoring in business administration and economics
- 1969 B.S. in Finance and Real Estate, California State University

Other Certifications and Licenses

- Certified Financial Manager (CFM) from Merrill Lynch
- Enrolled Agent (EA) with the IRS
- Utah Real Estate Broker

Business Background

Current:

- 1988 to Present – President, Hometown Corp.
- 1998 to Present – RIA with FFA
- 2010 to Present – Managing Member with Vista Financial Services, LLC
- 1973 to Present – Utah Real Estate Broker doing business as Hometown Properties

Past:

- 1973 to 2019 – Insurance agent for Hometown Insurance
- 1986 to 1998 – Assistant Vice President Merrill Lynch
- 40 years' experience as a business consultant and in managing businesses of many types including accounting, real estate development, and equipment leasing.

Robert W. Winder (b. 1956), Chief Investment Officer of FFA.

Education

- 1981 B.A. in Organizational Communication, University of Utah

Business Background

Current:

- 2015 to Present - RIA for FFA

Past:

2015 to 2019 – Insurance Agent for Hometown Insurance
1982 to 1993 – Administrative Manager, Winder Dairy
1994 to 1998 – President of Valley View Memorial Park
1998 to 2005 – Area Vice President for Service Corporation International
2007 to 2009 – Financial Adviser/IAR with Citygroup Global Markets
2009 to 2013 – Investment Advisor Rep for Morgan Stanley
2013 to 2015 – Investment Advisor Rep Wells Fargo

Paul R. Maxfield (b.1978)

Education

MBA, Western Governors University, 2015
J.D., Brigham Young University, 2010
B.S. in Business Management, University of Phoenix, 2004

Other Certificates and Licenses

Licensed attorney, Utah

Business Background

Current:

2020 to Present – Investment Advisor Representative at First Financial Advisors and Chief Compliance Officer
2018 to Present – Attorney and Managing Member at Maxfield Law, LLC

Past:

2018 to 2019 – Investment Advisor Representative at First Financial Advisors
2018 to 2019 – Tax Preparer at Vista Financial Services
2018 to 2019 – President of First Financial Advisors of Oregon, Inc.
2014 to 2019 – Attorney at Abbott Law
2011 to 2014 – Managing Member of Lex Arx Legal Services
2005 to 2011 – Business Consultant/Accountant/Real Estate Investor

DISCIPLINARY INFORMATION

Except as described below or otherwise described in the **Firm Brochure**, neither Alan G. Cutler, Robert W. Winder, nor Paul R. Maxfield has been the subject of any criminal or civil action, administrative proceeding before the SEC or any other federal or state regulatory authority, self-regulatory organization, or any other proceeding before a professional licensing body. Clients and prospective clients can view the CRD records (registration records) for Messrs. Cutler, Winder, and Maxfield through the SEC's Investment Adviser Public Disclosure (IAPD) website at www.adviserinfo.sec.gov or FINRA's BrokerCheck database online at www.finra.org/brokercheck. The CRD number for Mr. Cutler is 1493621, for Mr. Winder is 868353, and for Mr. Maxfield is 6981150.

On April 25, 2000, Mr. Cutler, without admitting wrongdoing, consented to a censure and six-month bar by the New York Stock Exchange for alleged violation of Rule 346(B) by engaging in outside business without employer consent, making misstatements on compliance forms, and violating Rule 342.16 by supplying unapproved communications to customers. The six-month bar expired on December 5, 2000.

OTHER BUSINESS ACTIVITIES

In addition to being investment adviser representatives (hereafter "IA Reps") of FFA, Mr. Cutler is a licensed real estate agent in Utah for Hometown Properties, and Mr. Cutler, perform tax preparation or accounting services for Vista Financial Services, LLC.

In addition to working as an IA Rep of FFA, Mr. Maxfield is a licensed attorney in Utah and practices law through Maxfield Law, LLC. Mr. Maxfield primarily practices in the area of estate planning. He estimates that less than 50% of his time is dedicated to his law practice.

Either Messrs. Cutler, Winder, or Maxfield, as IA Reps of FFA, may make recommendations on real estate products and Mr. Cutler may also, as real estate agent, sell those recommended real estate products to advisory clients. In addition, either Messrs. Cutler, Winder, or Maxfield may also make recommendations for tax preparation or accounting services to advisory clients. When such recommendations or sales are made, a conflict of interest exists as Mr. Cutler may earn real estate commissions for the sale of those products, or either party may receive fees for accounting or tax preparation services, which may create an incentive to recommend such products or services. FFA requires that its IA Reps disclose any such conflict of interest when such recommendations are made. Also, FFA requires its IA Reps to disclose that advisory clients may purchase recommended accounting/tax preparation or real estate products from other parties not affiliated with FFA.

ADDITIONAL COMPENSATION

Aside from the real estate commissions paid by Hometown Properties to Mr. Cutler or fees paid by Vista Financial Services, LLC to the IA Reps for accounting or tax preparation services (see the *OTHER BUSINESS ACTIVITIES* section above), neither Cutler, Winder, nor Maxfield receive any additional compensation from non-clients for providing advisory services. All advisory compensation is paid by clients directly.

SUPERVISION

As Manager of FFA, Cutler is primarily responsible for supervision of FFA and its IA Reps. As Cutler is an IA Rep himself, his accounts are also reviewed by Winder, the Chief Investment Officer of FFA. For portfolio management recommendations, Winder or Cutler review all recommended transactions at the end of each day. Both Winder and Cutler also review accounts as a whole each quarter in conjunction with the calculation of advisory fees. Advisory clients may contact Cutler or Winder directly.

Alan G. Cutler, Managing Member	(801)	356-9600
Robert W. Winder, Chief Investment Officer	(801)	356-9600

REQUIREMENTS FOR STATE-REGISTERED ADVISERS

FFA would be required to disclose additional information for FFA and its IA Reps if any had ever been the subject of a bankruptcy petition or ever been found liable in either: (a) an arbitration; or (b) a civil, self-regulatory organization, or administrative proceeding. As none of these apply to either FFA or its IA Reps, except as disclosed under *DISCIPLINARY INFORMATION* above, FFA has no information to disclose in this regard.