

# Goldata Financial



*Form ADV-2A*

## **Item 1- Cover Page**

Goldata Financial  
1931 Lafayette Road  
Gladwyne, PA 19035  
Phone: (610) 999-3599  
Website: [www.goldata.com](http://www.goldata.com)  
Date: September 14, 2016

This brochure provides information about the qualifications and business practices of Goldata Financial. If you have any questions about the contents of this Brochure, please contact us at 610 999-3599 and/or [eg@goldata.com](mailto:eg@goldata.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Goldata Financial is also available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

Elliot Goldberg, President of Goldata Financial, is a Registered Investment Advisor. This does not imply a certain level of skill or training.

# Goldata Financial



*Form ADV-2A*

## **Item 2 - Material Changes**

The Income-Oriented Strategy and the Long-term Value Strategy have been discontinued.

# Goldata Financial



*Form ADV-2A*

## **Item 3 – Table of Contents**

Item 1 – Cover Page .....	1
Item 2 – Material Changes .....	2
Item 3 – Table of Contents.....	3
Item 4 – Advisory Business.....	4
Item 5 – Fees and ompensation.....	5
Item 6 – Performance-Based Fees and Side-By-Side Management.....	6
Item 7 – Types of Clients.....	7
Item 8 – Methods of Analysis, Investment Strategies and Risk of oss.....	8
Item 9 – Disciplinary Information .....	10
Item 10 – Other Financial Industry Activities and Affiliations.....	11
Item 11 – Code of Ethics.....	12
Item 12 – Brokerage Practices.....	13
Item 13 – Review of accounts.....	14
Item 14 – Client Referrals and Other Compensation.....	15
Item 15 – Custody.....	16
Item 16 – Investment Discretion .....	17
Item 17 – Voting Client Securities.....	18
Item 18 – Financial Information.....	19
Item 19 -Requirements for State-Registered Advisers.....	20

# Goldata Financial



*Form ADV-2A*

## **Item 4 - Advisory Business**

Goldata Financial has been offering investment advisory services since 2005. Elliot Goldberg is the 100% owner.

Goldata Financial offers a strategy for clients that is tailored for them based on a prior discussion of their needs. It is the Short-term Trading Strategy.

All accounts are managed on a discretionary basis. The amount of assets managed is approximately \$7 million as of September 14, 2016.

Educational seminars on social security and college planning are given periodically. There is no cost to attend or for follow on consultations.

# Goldata Financial



*Form ADV-2A*

## **Item 5 – Fees and Compensation**

A. Short-term trading strategy – Management fee of 1% of the assets under management, calculated quarterly.

B. Fees are deducted from accounts.

C. Clients pay trading fees directly to the firm where their brokerage account is held.

D. The client can cancel the agreement within the first five-business-day in writing. Pro-rata refunds are provided by check in a reasonable period of time after being notified in writing.

E. N/A

Note: Prior to deducting fees from client accounts via a qualified custodian, Goldata Financial will: (a) Possess written authorization from the client to deduct advisory fees from an account held by a qualified custodian (b) Send the qualified custodian written notice of the amount of the fee to be deducted from the client's account (c) Send the client an itemized invoice including any formulae used to calculate the fee, the time period covered by the fee, and the amount of assets under management on which the fee was based. Client may cancel the agreement within the first five business days for a full refund. After the first five business days, clients may cancel by notifying advisor in writing and receive a pro-rata refund of fees paid by check in a reasonable period of time.

# Goldata Financial



*Form ADV-2A*

## **Item 6- Performance-Based Fees and Side-by-Side Management**

There are no performance-based fees.

# Goldata Financial



*Form ADV-2A*

## **Item 7 – Type of Clients**

Types of clients are individuals, IRAs and trusts. There are no minimums for opening or maintaining an account.

# Goldata Financial



*Form ADV-2A*

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

The Short-Term Trading strategy relies on the premise that the most important indicator of future price levels of a stock is its perceived increase in future earnings potential. This leads to trading in the stocks of companies whose earnings are predicted to increase in the future. Information used to select positions come from financial newspapers, websites, financial television shows and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission and company press releases. Accounts are reviewed throughout the trading day by Goldata Financial's principal, Elliot Goldberg. In his judgement, stop-loss orders may be added and periodically adjusted to minimize losses on any one trade. If a position is taken out by a stop-loss order, but it is determined that the perceived future earnings are still increasing, a new position in this stock may be reestablished.

The stocks that are trading in this strategy are mid to large cap stocks that trade on the NYSE and NASDAQ as they are the most liquid. A stock in this portfolio will be sold out when a preset "stop-loss" price has been hit or the earnings expectations change significantly to warrant, in his judgment, selling the position.

As a result of this trading philosophy, there is a great deal of trading activity and capital gains will tend to be short-term. The type of clients that would be suitable



# Goldata Financial



## *Form ADV-2A*

for this type of strategy would be those who would view this as a portion of their over allocation to stocks.

Loss of part or all of the investor's capital is possible with any of these strategies.

# Goldata Financial



*Form ADV-2A*

## **Item 9 – Disciplinary Information**

None

# Goldata Financial



*Form ADV-2A*

## **Item 10 – Other Financial Industry Activities and Affiliations**

None

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## Form ADV-2A

### **Item 11 – Code of Ethics, Participation or Interest in Client Transactions and personal Trading.**

#### Code of Ethics

As members of the **Financial Industry Regulatory Authority (FINRA)**, we recognize the importance of codifying and making known to the profession and to the general public the ethical principles that guide the work of management, registered investment advisors and their support staff.

Ethical dilemmas occur when values are in conflict. Finra and the Securities Exchange Commission (SEC) Code of Ethics states the values to which we are committed, and embodies the ethical responsibilities of the profession in this changing financial investment environment. We strive to pursue the selection of employees with high morals and integrity. We strive to provide excellent personalized investment service to all our clients. In recent years our industry has had incidents (Enron, Mutual fund scandal, etc) that have shaken the faith of the public. We are members of a profession explicitly committed to providing fair and truthful securities information. We have a special obligation to ensure that we safeguard our clients' assets as best we can in order to preserve principal, gain value and encourage growth for our present clients and their future generations. The principles of this Code are expressed in broad statements to guide ethical decision-making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.

- We provide the highest level of service to all clients through all methods of communication, mail, phone calls, meeting, and email. We provide this service in an accurate, unbiased, and courteous response to all requests.
- We uphold the principles of knowing our clients, fair trades, and resist all efforts to allow any unethical behavior such as churning or switching.
- We protect each client's right to privacy and confidentiality with respect to information sought or received.
- We recognize and respect each client's individual financial investment needs.
- We treat co-workers and other colleagues with respect, fairness and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our firm.
- We do not advance private interests at the expense of clients, colleagues, staff, or our firm. This includes no employee acquiring beneficial ownership in any security in an initial public offering or limited offering without prior approval from the Chief Compliance Officer.
- We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with fair representation of the aims of our client's investment goals.
- We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by requiring and encouraging the continued professional development of co-workers, and by fostering the aspirations of potential members of the profession.

There is no participation or Interest in Client Transactions no interaction with any personal trading that is done by Elliot Goldberg.

# Goldata Financial



*Form ADV-2A*

## **Item 12 – Brokerage Practices**

- A. For brokerage selection, I offer a list of low-transaction cost companies that I have worked with in the past. Commission differences are negligible so results are not affected significantly by their choice.
- B. I do not aggregate orders.

NOTE: 1) Per Department Regulation 404.011, attached, when a client has not been provided with a copy of the Brochure document at least 48 hours prior to signing an agreement, the client has five business days in which to cancel the agreement, without penalty.

# Goldata Financial



*Form ADV-2A*

## **Item 13 – Review of accounts**

- A. Accounts are reviewed with clients periodically based on activity.
- B. I use a spreadsheet to highlight where I should focus my attention based on price indicators.
- C. Client reports are generated on a client request basis.

# Goldata Financial



*Form ADV-2A*

## **Item 14 – Client referrals and Other Compensation**

Not applicable.

# Goldata Financial



*Form ADV-2A*

## **Item 15 – Custody**

Goldata Financial is deemed to have limited custody solely because advisory fees are directly deducted from clients' accounts by the custodian on behalf of Goldata Financial.





## **Item 16 – Investment Discretion**

I have discretionary authority for all accounts. I can only place orders and deduct fees. Before assuming this authority, the client executes a form from the broker/dealer allow me this discretion with the client's approval.

# Goldata Financial



*Form ADV-2A*

## **Item 17 – Voting Client Securities**

I don't.

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*Form ADV-2A*

## **Item 18 – Financial Information**

- A. I do not solicit prepayments of more than \$1,200 in fees.
- B. Same as A.
- C. I have not been the subject of a bankruptcy ever.

**Note:** I have no financial conditions reasonably likely to impair my ability to meet contractual commitments to clients.

# Goldata Financial



## *Form ADV-2A*

### Item 19 – Requirements for State-Registered Advisers

#### A. Principal Executive Officers and Management Persons

The principal executive officers and management person of Goldata Financial is Elliot Goldberg. A description of his education and business background is included in the brochure supplement, Form ADV Part 2B, which is provided to clients initially. Clients can also get a copy of the brochure supplement for Elliot Goldberg at any time by contacting Goldata Financial at the address or phone number on the cover page of this brochure, or visiting [www.goldata.com](http://www.goldata.com).

#### B. Other Business Activities

None

#### C. Performance-Based Fees

N/A

#### D. Legal and Disciplinary Issues.

None

#### E. Arrangements with Securities Issuers

None

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*Form ADV-2A*

## SCHEDULE 2B

Item 1. Cover page

A1. Supervised person's name, business address and telephone number

Elliot Goldberg  
1931 Lafayette Road  
Gladwyne, PA 19035  
(610) 999-3599

A2. Firm's name, business address and telephone number

Goldata Financial  
1931 Lafayette Road  
Gladwyne, PA 19035  
(610) 999-3599

A3. Date of the supplement

9/14/2016

B. This supplement provides information about Elliot Goldberg that supplements the Goldata Financial brochure. You should have received a copy of that brochure. Please contact Elliot Goldberg if you did not receive Goldata Financial's brochure or if you have any questions about the contents of this supplement.

# Goldata Financial



## *Form ADV-2A*

Additional information about Elliot Goldberg is available on the Internet at [www.goldata.com](http://www.goldata.com).

### Item 2. Educational Background and Business Experience.

Elliot Goldberg was born on April 22, 1952. He GRADUATED FROM RENSSELAER POLYTECHNIC INSTITUTE IN 1974 WITH A BS IN MATH AND MINOR IN COMPUTER SCIENCE.

In the last five years, he has worked for GOLDDATA FINANCIAL with the exception of 2012 when he worked for Gilford Securities.

### Item 3. Disciplinary Information

None

### Item 4. Other Business Activities

None

### Item 5. Additional compensation

None

### Item 6. Supervision.

# Goldata Financial



## *Form ADV-2A*

Since I am a one-person office, I supervisor myself. I save correspondence with clients and take notes of telephone calls and significant information so that they are available.

Item 7. Requirements for State-Registered Advisors

None