

**FORM ADV**

**Uniform Application for Investment Adviser Registration**

**Part II - Page 1**

OMB APPROVAL
OMB Number
Expires
Estimated average burden hours per response. . . .

Name of Investment Adviser: <b>Chauncey &amp; Shirah Bell, Inc.</b>				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone Number:
<b>4 Nottingham Ct</b>	<b>Alameda</b>	<b>CA</b>	<b>94502</b>	<b>( 510) 5237709</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.**

**Table of Contents**

<u>Item Number</u>	<u>Item</u>	<u>Page</u>
1	Advisory Services and Fees . . . . .	2
2	Types of Clients . . . . .	2
3	Types of Investments . . . . .	3
4	Methods of Analysis, Sources of Information and Investment Strategies . . . . .	3
5	Education and Business Standards . . . . .	4
6	Education and Business Background . . . . .	4
7	Other Business Activities . . . . .	4
8	Other Financial Industry Activities or Affiliations . . . . .	4
9	Participation or Interest in Client Transactions . . . . .	5
10	Conditions for Managing Accounts . . . . .	5
11	Review of Accounts . . . . .	5
12	Investment or Brokerage Discretion . . . . .	6
13	Additional Compensation . . . . .	6
14	Balance Sheet . . . . .	6
	Continuation Sheet . . . . .	Schedule F
	Balance Sheet, if required . . . . .	Schedule G

(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.)

**FORM ADV**

**Part II - Page 2**

Applicant: <b>Chauncey &amp; Shirah Bell, Inc.</b>	SEC File Number: 801-	Date: <b>6/25/01</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. <b>A. Advisory Services and Fees.</b> (check the applicable boxes)	For each type of service provided, state the approximate % of total advisory billings from that service. Estim
Applicant:	(See instruction below.)
<input type="checkbox"/> (1) Provides investment supervisory services . . . . .	0%
<input type="checkbox"/> (2) Manages investment advisory accounts not involving investment supervisory services . . . . .	0%
<input checked="" type="checkbox"/> (3) Furnishes investment advice through consultations not included in either service described above . . . . .	10%
<input type="checkbox"/> (4) Issues periodicals about securities by subscription . . . . .	0%
<input type="checkbox"/> (5) Issues special reports about securities not included in any service described above . . . . .	0%
<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 . . . . .	0%
<input checked="" type="checkbox"/> (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities . . . . .	90%
<input type="checkbox"/> (8) Provides a timing service . . . . .	0%
<input type="checkbox"/> (9) Furnishes advice about securities in any manner not described above . . . . .	0%

(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.)

B. Does the applicant call any of the services it checked above financial planning or some similar term? . . . . .	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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C. Applicant offers investment advisory services for: (check all that apply):	
<input 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 checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees)	<input type="checkbox"/> (6) Other

- 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

2. <b>Types of Clients</b> - 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 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).

**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

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

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

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

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

Applicant: <b>Chauncey &amp; Shirah Bell, Inc.</b>	SEC File Number: 801-	Date: <b>6/25/01</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 checked="" type="checkbox"/> (3) other investment adviser	<input 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>Chauncey &amp; Shirah Bell, Inc.</b>	SEC File Number: 801-	Date: <b>6/25/01</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.

**Reviews are for financial planning clients and are scheduled as requested by client, at least yearly. All reviews are done by Shirah Alice Bell. The scope of services does not include ongoing monitoring, management, or supervision of client investment portfolios or of past investment or financial planning recommendations made by Shirah Alice Bell. clients are responsible for initiating reviews as needed due to significant changes in family, reemployment, or financial situation.**

**A typical review wouldl include preparation/analysis of updated financial statements; indentification of any changes in insurance requirements; evaluation of liquidity, investments, and retirement plans.**

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

**None prepared since no ongong investment monitoring, management, or supervision is performed..**

Applicant: <b>Shirah Alice Bell</b>	SEC File Number: 801-	Date: <b>6/25/01</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 <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) amount of the securities to be bought or sold? ..... | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) broker or dealer to be used? .....                   | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (4) commission rates paid? .....                         | Yes <input type="checkbox"/> | No <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; 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).**

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**Schedule F of Form ADV**

Applicant: Chauncey & Shirah Bell, Inc.	SEC File Number: 801-	Date: 6/25/01
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**Continuation Sheet for Form ADV Part II**

(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>Chauncey &amp; Shirah Bell, Inc.</b>	IRS Empl. Ident. No.: <b>943387080</b>
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Item of Form (identify)	Answer
<b>Question 1D</b>	<p><b>Investment advice through consultations 10%</b> - Chauncey &amp; Shirah Bell, Inc. (CSB) provides investment advice to complete the financial coaching process, or as needed by a client for a specific question. Investments are recommended to suit objectives (growth, income, preservation of capital), time horizon, and risk tolerance. The client bears responsibility for implementing recommendations and monitoring them.</p> <p>CSB works with clients on an hourly basis or retainer fee. Fees are negotiable and are within the range of \$100-180 per hour. CSB will estimate the number of hours of work required on request, and asks for authorization before exceeding that estimate. Fixed fees for services are negotiable within a range of \$500-5,000. Client is informed that other advisors may charge lower fees for comparable services. Compensation is payable upon the completion of agreed upon services, unless progress billings are mutually agreed upon. Usually a deposit for the equivalent of two hours work is required upon signing of a contract. This fee is refundable if the client chooses to discontinue the work before two hours are used up. Client can terminate the agreement by sending CSB a letter in writing to that effect. A refund of any fees which have not been used up will be made upon termination. In addition, after the completion of an agreement, the client may request a refund of any portion of the fees if they send a letter to that effect to CSB explaining why the service was not satisfactory. The fee will be returned as requested.</p> <p><b>Advice to clients not involving securities 90%</b> - A range of financial planning issues can be discussed, including life goals, cash flow, debt management, housing, college funding, taxes, retirement planning, estate planning, and other issues. CSB may give advice on how to allocate client portfolio to various asset classes and suggest particular mutual funds. CSB does not make recommendations on individual equities or other assets. Advice could include life planning issues, such as designing career, spiritual guidance, working out relationship issues with a spouse, health concerns, and dealing with financial stress. Workshops and individual consulting are offered on these issues. A range of services are provided to corporations, such as strategy development, business design, and work flow processes.</p>
<b>Question 4.A.5.</b>	<p><b>CSB</b> works with clients on an hourly basis or retainer fee. Fees are negotiable and are within the range of \$100-180 per hour. CSB will estimate the number of hours of work required on request, and ask for authorization before exceeding that estimate. Fixed fees for services are negotiable. Compensation is payable upon the completion of agreed upon services, unless progress billings are mutually agreed upon. Usually a deposit for the equivalent of two hours work is required upon signing of a contract. This fee is refundable if the client chooses to discontinue the work before two hours are used up.</p>
<b>Question 4.C.7.</b>	<p><b>Methods of Analysis.</b> Open end equity fund investments are evaluated on multiple factors, including historical risk and return performance, investment style, portfolio composition, management continuity, and expense ratios. Open end bond and money market funds, bank deposit products, and U.S. government securities are compared on an after-tax yield basis, with consideration given to credit, interest-rate, and prepayment risks. Closed end mutual funds are evaluated on the same bases, with additional consideration given to the relationship between net asset value and the market price of the security. Asset allocation recommendations are based on client objectives, time horizon, and risk tolerance.</p>
<b>Question 6.</b>	<p><b>Shirah Bell</b> born 9/2/47 B.A. Smith College, MBA and PhD Stanford Graduate School of Business; Certified Spiritual Director from Spiritual Director's Institute. Last five years business experience was in personal consulting, financial planning, and life planning as a sole proprietorship (Plan for Living) and with DHR Investment Counsel Ltd. as an independent contractor.</p> <p><b>Investment strategies include</b> dollar cost averaging and value averaging, which may be recommended to clients to implement investment advice.</p>
<b>Question 7A</b>	<p><b>Applicant is engaged in business other than giving investment advice</b></p> <p>CSB coaches people and leads workshops on life planning issues, such as designing career, spiritual guidance, working out relationship issues with a spouse, health concerns, and dealing with financial</p>

Answer all items. CSB and its pages are confidential and not to be distributed outside of the firm. (page 1)

debt management, college funding needs, taxes, retirement planning, life style planning, and estate planning. CSB works with corporate clients to design business strategy, sales and marketing plans, and work flow processes.

**Schedule F of Form ADV Continuation Sheet for Form ADV Part II**

Applicant: <b>Chauncey &amp; Shirah Bell, Inc.</b>	SEC File Number: 801-	Date: <b>6/25/01</b>
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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>Chauncey &amp; Shirah Bell, Inc.</b>	IRS Empl. Ident. No.: <b>943387080</b>
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Item of Form (identify)	Answer
<b>Question 7.B.</b>	<p><b>Applicant sells products or services other than investment advice to clients.</b> With respect to investment advisory clients, financial coaching services include advice on financial matters such as cash flow, debt management, housing, college funding needs, taxes, retirement planning, and other issues not involving securities. In addition, CSB often spends significant time with these clients discussing life goals, personal financial concerns, non-financial related issues, times horizons, and life style. In these respects, services include non-financial coaching components. With respect to corporate clients, services include business design, work flow processes, and strategy.</p>
<b>Question 7.C.</b>	<p><b>The principal business involves something other than providing investment advice.</b> Investment advice is a relatively small part of the business provided. As indicated in Part II, Item 1A, about 90% of the billings will reflect advice to clients on matters not involving securities, such as goal setting, life planning, cash flow, debt management, housing, college funding, budgeting, estate and tax planning.</p> <p>CSB spends a smaller, but significant portion of time on spiritual activities, including spiritual guidance and counseling; gives workshops related to mood management and other issues of financial concern; and manages her immediate family's investment portfolio. Any investments in the family portfolio are disclosed to clients as appropriate.</p> <p>CSB also consults corporate clients on business design, work flow processes, and strategy. Examples of products are e-commerce customer relationship management systems, unrelated to investment advice, in which CSB will provide a broad range of advice and consulting on corporate financial management services. Clients may include financial institutions of many types.</p>
<b>Question 8.C.</b>	<p><b>Other investment adviser relationship.</b> CSB has an informal agreement with Financial Design Associates (FDA) located in Stinson Beach, California in which CSB and FDA refer clients to each other. Depending upon the services rendered, these clients could become clients of FDA to provide financial planning and investment management services. Any referrals fees are disclosed to the client in the original agreement the client signs with FDA or CSB. FDA has CSB listed in their ADV and CSB is on their website.</p>
<b>Question 9.D.E.</b>	<p><b>Buys and sells for itself securities that it also recommends to clients- what are restrictions or procedures or disclosures for conflict of interest.</b> CSB may recommend to clients securities and investment products in which CSB has some financial interest. In most cases, these will be publicly offered mutual funds that are sold and redeemed at net asset value, and there should be no discernible supply/demand impact of such actions. If the securities in question are traded on an exchange or over-the-counter, then CSB will disclose any direct ownership interest at the time a recommendation is made to a client. CSB will also notify any clients she knows are holding such a position if CSB buys or sells the same security. Furthermore, CSB will make a portfolio listing available for all securities in which CSB has a direct interest to any client who requests it, at no charge to the client. At no time will CSB favor its financial interests over those of the clients.</p>

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

**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>Chauncey &amp; Shirah Bell, Inc.</b>	SEC File Number: 801-	Date: <b>6/25/01</b>
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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>Chauncey &amp; Shirah Bell, Inc.</b>	IRS Empl. Ident. No.: <b>943387080</b>
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Item of Form (identify)	Answer
<b>Question 12.B</b>	<b>Does applicant suggest brokers to clients?</b> CSB may suggest brokers to clients for the purposes of buying or selling closed-end funds or other equity securities, to consolidate open end mutual fund holdings and other investments, or for other brokerage needs a client may have. Suggestions would be restricted to discount and deep discount brokerage firms. The factors CSB would consider in selecting brokers and determining the reasonableness of their commissions include: commissions and additional charges for the type of transactions the client is likely to make; annual account maintenance and custody fees; minimum account size; interest paid on cash balances; service reputation and experience with service quality; SIPC and additional insurance coverage; convenience for the client, such as linkage to money market accounts and other financial services; and in general the ability to provide best execution under the circumstances. The value of products, research, and services given to CSB is not a factor in suggesting brokers to clients. CSB will not negotiate brokerage commissions or other terms.
<b>Question 13A</b>	<b>Additional compensation.</b> Please see question 8C.

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

**Schedule A of  
Form ADV  
FOR CORPORATIONS**

Applicant: <b>Chauncey and Shirah Bell, Inc</b>	SEC File Number: 801-	Date: <b>6/25/01</b>	Official Use
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(Answer for Form ADV Part I Item 8.)

- This Schedule requests information on the owners and executive officers of the applicant.
- Please complete for:
  - each Chief Executive Officer, Chief Financial Officer, Chief Operations Officer, Chief Legal Officer, Chief Compliance Officer, director, and individuals with similar status or functions, and
  - every person who is directly, or indirectly through intermediaries, the beneficial owner of 5% or more of any class of equity security of the applicant.
- If a person covered by 2(b) above owns applicant indirectly through intermediaries, list all intermediaries and below them, if they are not subject to Sections 12 or 15(d) of the Securities Exchange Act of 1934 but are:
  - corporations, give their shareholders who own 5% or more of a class of equity security, or
  - partnerships, give their general partners or any limited and special partners who have contributed 5% or more of the partnership's capital.
- If the intermediary's shareholders or partners listed under 3 above are not individuals, continue up the chain of ownership listing their 5% shareholders, general partners, and 5% limited or special partners until individuals are listed.
- Ownership codes are:
 

NA	- 0 up to 5%	B	- 10% up to 25%	D	- 50% up to 75%
A	- 5% up to 10%	C	- 25% up to 50%	E	- 75% up to 100%
- Asterisk (\*) names reporting a change in title, status, stock ownership or partnership interest or control. Double asterisk (\*\*) names new on this filing.
- Check "Control Person" column if person has "control" as defined in the instructions to this Form.

FULL NAME			Beginning Date		Title or Status	Ownership Code	Control Person	CRD No., or, if none Social Security Number	OFFICIAL USE ONLY
Last	First	Middle	Month	Year					
<b>Bell</b>	<b>Chauncey</b>		<b>1</b>	<b>01</b>	<b>Chief Ex Office</b>	<b>B</b>		<b>558609029</b>	
<b>Bell</b>	<b>Shirah Alice</b>		<b>1</b>	<b>1</b>	<b>Chief Finl Offi</b>	<b>E</b>	<b>x</b>	<b>104380849</b>	
<b>Bell</b>	<b>Nicolas</b>	<b>Martin</b>	<b>1</b>	<b>1</b>	<b>Vice President</b>	<b>NA</b>		<b>546838782</b>	

List below names reported on the most recent previous filing under this item that are being DELETED:

FULL NAME			Ending Date		CRD No., or, if none Social Security Number
Last	First	Middle	Month	Year	

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

**Schedule D of  
Form ADV  
Page 1**

Applicant: <b>Chauncey and Shirah Bell, Inc</b>	SEC File Number: 801-	Date: <b>6/25/01</b>
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(Answers for Form ADV Part I Items 11 and 12.)

This Schedule is submitted for individual who is: (Check all boxes that apply)

- A. the applicant, named in Part I Item 1A
- B. a control person, named in Part I Item 10A
- C. an owner of at least 10% of a class of applicant's equity securities
- D. and officer or director, partner, or individual with similar status of applicant, described in Schedule A Item 2a, Schedule B Item 2, or Schedule C Item 2
- E. a member of the applicant's investment committee that determines general investment advice to be given to clients
- F. if applicant has no investment committee, an individual who determines general client advice (if more than five, complete for their supervisors only)
- G. an individual giving investment advice on behalf of the applicant in the jurisdictions checked below:

AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA	HI	ID
IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO
MT	NE	NV	NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA
RI	SC	SD	TN	TX	UT	VT	VA	WA	WV	WI	WY	Puerto Rico
Other : _____												
(Specify)												

- H. involved in any yes answer to the disciplinary question, Part I Item 11.

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

**Schedule D of  
Form ADV  
Page 2**

Applicant: <b>Chauncey and Shirah Bell, Inc</b>	SEC File Number: 801-	Date: <b>6/25/01</b>
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(Answers for Form ADV Part I Items 11 and 12.)

1. Applicant investment adviser: (see Part I Item 1A) <b>Chauncey and Shirah Bell, Inc</b>		IRS Empl. Ident. No.: <b>943387080</b>				
2. Individual's full name for whom this Schedule is being completed: <b>Shirah Alice Bell</b>		Social Security Number: <b>104-38-0849</b>	CRD No., if any:			
3. (a) Residence of individual: (Number and Street) <b>4 Nottingham Ct</b>		(City) <b>Alameda</b>	(State) (Zip Code) <b>CA 94502</b>			
(b) Birth Date: <b>9/2/47</b>	(c) City: <b>Brooklyn</b>	(d) State or Province: <b>New York</b>	(e) Country: <b>USA</b>			
4. NAMES USED. List all names other than the one given in Item 2 above that the individual has used, including maiden names.						
(Last) <b>Kaplan Bell</b>	(First) <b>Alice Alice</b>	(Middle) <b>Linda Kaplan</b>				
5. EDUCATION. Start with last high school attended. If no degree received, state "none."						
School: (Name, City and State)		Years Attended	Year Graduated			
<b>Sheepshead Bay High School Brooklyn NY</b>		<b>1960-64</b>	<b>1964</b>			
<b>Smith College, Northampton Mass</b>		<b>1964-69</b>	<b>1968</b>			
<b>Stanford Graduate School of Business, Stanford CA</b>		<b>1972-74</b>	<b>1974</b>			
<b>Stanford Graduate School of Business, Stanford CA</b>		<b>1973-78</b>	<b>1978</b>			
<b>Spiritual Direction Institute, Burlingame, CA</b>		<b>1997-00</b>	<b>2000</b>			
			For College and above Degree Major			
			<b>Diploma BA Economics</b>			
			<b>MBA Finance PhD Organization Beh</b>			
			<b>Certificate SD</b>			
6. BUSINESS BACKGROUND. Provide complete consecutive statement of all employment for the past ten years, beginning with the most recent position first.						
Name of Firm and Address	Kind of Business	Exact Nature of Connection or Employment	Beginning Date		Ending Date	
			Month	Year	Month	Year
<b>Plan for Living 4 Nottingham Ct, Alameda, CA 94502</b>	<b>Financial Planning</b>	<b>owner, sole proprietorship</b>	<b>10</b>	<b>2000</b>		
<b>DHR Investment Counsel Ltd 5435 College Av, Oakland CA</b>	<b>Investment managemen</b>	<b>Independent Contract Financial Plann er</b>	<b>2</b>	<b>98</b>	<b>12</b>	<b>99</b>
<b>(Shirah) Alice Kaplan Bell 4 Nottingham Ct, Alameda CA</b>	<b>personal consulting life planning</b>	<b>Sole Proprietorship Consultant/coach</b>	<b>1</b>	<b>88</b>	<b>10</b>	<b>00</b>
<b>Beauty Consultant and Trainer 4 Nottingham Ct, alameda Ca</b>	<b>sales and workshops</b>	<b>Sole proprietorship sales/consulting</b>	<b>1</b>	<b>87</b>	<b>12</b>	<b>94</b>
<b>Action Technologies 1301 Marina Village, Alameda Ca</b>	<b>computer software</b>	<b>Independent Contract marketing/finance</b>	<b>9</b>	<b>86</b>	<b>6</b>	<b>88</b>
<b>Pacific Bell Directory San Francisco, CA</b>	<b>advertising</b>	<b>Employee Strategic Planner</b>	<b>9</b>	<b>83</b>	<b>9</b>	<b>86</b>
<b>Hermetnet, Inc San Francisco, CA</b>	<b>computer software</b>	<b>Chief Operating Off</b>	<b>9</b>	<b>81</b>	<b>8</b>	<b>83</b>
<b>Tektronix</b>	<b>electronics</b>	<b>Strategic Plan Mgr</b>	<b>9</b>	<b>77</b>	<b>8</b>	<b>81</b>
7. EXAMINATIONS/PROFESSIONAL DESIGNATIONS. List all jurisdictions, self-regulatory organization, and professional examinations and designations. Give examination or designation name (include any examination's title and number), body giving it, and date taken or conferred. If examination was waived, give details. <b>Series 7 Feb 19, 1999 NASD</b> <b>Series 66 March 4, 1999 NASD</b>						
8. PROCEEDINGS. For each 'yes' answer to Part I Item 11 involving the individual, give the following details of any court or regulatory action: <ul style="list-style-type: none"> <li>the adviser and individuals named,</li> <li>the title and date of the action,</li> <li>the court or body taking the action, and</li> <li>a description of the action</li> </ul>						

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