

**FORM ADV****Uniform Application for Investment Adviser Registration****Part II – Page 1**

Name of Investment Adviser:	
The Moore Financial Group, LLC	
Address: (Number and Street) (City) (State) (Zip Code)	Area Code: Telephone Number:
10390 W Bradford Road, Suite 202, Littleton, CO 80127	(303) 225-8400

This part of Form ADV gives information about the investment adviser and its business for the use of clients.  
This information has not been approved or verified by any governmental authority.

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(Schedule 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.)

Potential persons who are to respond to the collection of information contained in this form  
are not required to respond unless the form displays a currently valid OMB control number.

**FORM ADV****Part II - Page 2**

Applicant:

The Moore Financial Group, LLC

SEC File Number:

801- 69062

Date:

03/25/2009

1. **A. Advisory Services and Fees.** (check the applicable boxes) For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)
- Applicant:
- |                                     |     |   |     |
|-------------------------------------|-----|---|-----|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services . . . . .  | 90% |
| <input type="checkbox"/>            | (2) | Manages investment advisory accounts not involving investment supervisory services . . . . .  | %   |
| <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 . . . . .   | %   |
| <input type="checkbox"/>            | (5) | Issues special reports about securities not included in any service described above . . . . .   | %   |
| <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 . . . . . | %   |
| <input type="checkbox"/>            | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities . . . . .   | %   |
| <input type="checkbox"/>            | (8) | Provides a timing service . . . . .   | %   |
| <input type="checkbox"/>            | (9) | Furnishes advice about securities in any manner not described above . . . . .   | %   |

(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                                 | No                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> |

- C. Applicant offers investment advisory services for: (check all that apply):

- |                                     |     |  |                          |     |                   |
|-------------------------------------|-----|--|--------------------------|-----|-------------------|
| <input checked="" 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. **Types of Clients** - 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 checked="" 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).

**FORM ADV****Part II - Page 3**

Applicant:

The Moore Financial Group, LLC

SEC File Number:

801- 69062

Date:

03/25/2009

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

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> A. Equity Securities                   | <input 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 type="checkbox"/> I. Options contracts on:                   |
| <input type="checkbox"/> (3) foreign issues                                | <input type="checkbox"/> (1) securities                             |
|  | <input type="checkbox"/> (2) commodities                            |
| <input type="checkbox"/> B. Warrants                                       |   |
| <input type="checkbox"/> C. Corporate debt securities                      | <input type="checkbox"/> J. Futures contracts on:                   |
| (other than commercial paper)  | <input type="checkbox"/> (1) tangibles                              |
|  | <input type="checkbox"/> (2) intangibles                            |
| <input type="checkbox"/> D. Commercial paper                               | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input type="checkbox"/> E. Certificates of deposit                        | <input type="checkbox"/> (1) real estate                            |
| <input type="checkbox"/> F. Municipal securities                           | <input type="checkbox"/> (2) oil and gas interests                  |
|  | <input type="checkbox"/> (3) other (explain on Schedule F)          |
| <input type="checkbox"/> G. Investment company securities                  | <input type="checkbox"/> L. Other (explain on Schedule F)           |
| <input type="checkbox"/> (1) variable life insurance                       |   |
| <input type="checkbox"/> (2) variable annuities                            |   |
| <input checked="" type="checkbox"/> (3) mutual fund shares                 |   |

**4. Methods of Analysis, Sources of Information, and Investment Strategies.****A.** Applicant's security analysis methods include: (check those that apply)

- |   |  |
|---|--|
| (1) <input checked="" type="checkbox"/> Charting    | (4) <input type="checkbox"/> Cyclical                      |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input 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 Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input type="checkbox"/> Company press releases   |
| (4) <input type="checkbox"/> Corporate rating services                        | (8) <input checked="" 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 type="checkbox"/> Other (explain on Schedule F)   |
| (4) <input type="checkbox"/> Short sales   |  |

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

**FORM ADV****Part II - Page 4**

Applicant:

The Moore Financial Group, LLC

SEC File Number:

801-69062

Date:

03/25/2009

**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 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.)

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

**FORM ADV****Part II - Page 5**

Applicant:

The Moore Financial Group, LLC

SEC File Number:

801- 69062

Date:

03/25/2009

**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.

**See Schedule F.**

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

**See Schedule F.**

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

**FORM ADV****Part II - Page 6**

Applicant:

The Moore Financial Group, LLC

SEC File Number:

801-69062

Date:

03/25/2009

**12. Investment or Brokerage Discretion.**

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

- |   | Yes                                 | No                                  |
|---|-------------------------------------|-------------------------------------|
| (1) securities to be bought or sold? .....                | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| (2) amount of the securities to be bought or sold ? ..... | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| (3) broker or dealer to be used ? .....                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| (4) commission rates paid? .....                          | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

B. Does applicant or a related person suggest brokers to clients? .....

Yes	No
<input checked="" type="checkbox"/>	<input type="checkbox"/>

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:

- |   | Yes                      | No                                  |
|---|--------------------------|-------------------------------------|
| 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? ..... | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| B. directly or indirectly compensates any person for client referrals? .....  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

(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

	Yes	No
Has applicant provided a Schedule G balance sheet? .....	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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**

Adviser:	SEC File Number:	Date:
The Moore Financial Group, LLC	801-69062	03/25/2009

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV:	IRS Empl. Ident. No.:
---	-----------------------

Item of Form (identify)	Answer									
Item 1.D	<p><b>INVESTMENT MANAGEMENT SERVICES</b></p> <p>The Moore Financial Group, LLC (“the Adviser”) provides investment advisory services to its clients on a discretionary basis. The advisory services include, among other things, providing advice regarding asset allocation and the selection of investments. Account management or supervision is guided by the stated objectives of the client. In addition, the Advisor provides financial planning and consulting services to individuals and institutions that is consistent with the individual client’s financial and tax status, in addition to their risk profile and return objectives. The Adviser may also provide general non-securities advice on topics that may include tax and budgetary planning, estate planning and business planning.</p> <p>The Adviser’s non-negotiable fee’s are payable on the first day of the calendar quarter in advance, and are based on the account’s asset value as of the last business day of the prior calendar quarter. Fees are prorated for accounts opened during the quarter.</p> <p style="text-align: center;">Annualized Fees</p> <table><tr><td>Up to</td><td>\$1,000,000</td><td>1.25%</td></tr><tr><td>Next</td><td>\$4,000,000</td><td>.75%</td></tr><tr><td>Above</td><td>\$5,000,000</td><td>.50%</td></tr></table> <p>The Adviser may aggregate the total amount of assets in all accounts of one family of clients (father, mother, children, grandparents) (“Bundled Family Assets”) for purposes of calculating the Annualized Investment Management Fees. The percentage number based on the Bundled Family Assets will then be assessed against each family account. The annual fee percentage, based on the Bundled Family Assets, will then be assessed against each family account; minimum annual fee still applies to each family member.</p> <p>Some Clients are charged an hourly or fixed fee for financial planning and consulting services. Fees are based on the complexity of the plan and the range of services provided. Clients who select planning or consulting services are billed at the rate of \$200 an hour or a fixed fee that generally ranges from \$1,000 to \$20,000 annually.</p> <p>All clients will have a period of five (5) business days from the date of signing the investment advisory agreement to unconditionally rescind the agreement and receive a full refund of all fees. Thereafter, either party may terminate the investment advisory agreement with 30 days written notice. Upon termination, fees will be prorated to the date of termination and the unearned portion of the fee will be refunded to the client.</p>	Up to	\$1,000,000	1.25%	Next	\$4,000,000	.75%	Above	\$5,000,000	.50%
Up to	\$1,000,000	1.25%								
Next	\$4,000,000	.75%								
Above	\$5,000,000	.50%								

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**

Adviser:	SEC File Number:	Date:
The Moore Financial Group, LLC	801-69062	03/25/2009

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV:	IRS Empl. Ident. No.:
---	-----------------------

Item of Form (identify)	Answer
	<p>The account Custodian may charge fees, which are in addition to and separate from the investment advisory service fee. Custodians may charge accounts for various transaction costs, retirement plan and administration fees. In addition, some mutual fund assets deposited in the account may have been subject to deferred sales charges and 12 (b)(1) fees and other mutual fund annual expenses as described in the fund's prospectus. Advisory clients should also note that fees for comparable services vary and lower fees for comparable services may be available from other sources.</p> <p><b>ERISA CLIENTS</b></p> <p><b>Participant-Directed Defined Contribution Plan</b></p> <p>Design retirement plan and features consistent with business goals and objectives.</p> <p>Conduct a comprehensive Fiduciary Review in connection with the design of the Plan, and conduct an annual Fiduciary Review of the Plan.</p> <p>Serve as the Plan's co-fiduciary with Plan Administrator.</p> <p>Conducting participant education and enrollment meetings at locations designated by the Plan Administrator, on such basis and at such times as are reasonably requested by the Plan Administrator for the purpose of providing Plan participants with sufficient information and education to enable them to exercise control over the assets in their participant accounts. The Advisor agrees to conduct the participant education and enrollment meetings that may be required in connection with the implementation of the Plan, or in connection with the enrollment of newly eligible participants, if so requested by the Plan Administrator.</p> <p>Assisting the Plan Administrator in determination of all fees and expenses paid out of Plan assets, and whether such fees and expenses are reasonable.</p> <p>Creating an Investment Policy Statement consistent with the Plan's objectives and design</p> <p>Determining, reviewing, and changing the allocation and diversification of the assets of any Investment Option that consists of a model portfolio (Model Portfolio) and executing asset allocation software models using variables suitable to the Model Portfolio in order to maintain the relative percentages of asset classes within each such Model Portfolio on a quarterly basis, subject to an agreed upon variance of five percent (5%), plus or minus, per asset class.</p> <p>Purchasing, retaining and selling securities consistent with the investment objectives and asset allocation needs of any Model Portfolio.</p>

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**

Adviser:	SEC File Number:	Date:
The Moore Financial Group, LLC	801-69062	03/25/2009

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV:		IRS Empl. Ident. No.:												
Item of Form (identify)	Answer													
	<p>Monitoring investment results of the Investment Options as needed against the parameters of the Investment Policy Statement (IPS).</p> <p>Conducting meetings with the Administrator at the Administrator's offices, no less frequently than annually, to discuss the performance of all Investment Options against the parameters of the Investment Policy Statement (IPS), and perform a comprehensive review of the plan operations.</p> <p>Each client will be assessed a consultative fee for the Business Retirement Plan design. The fee range is \$500-\$2,000, and in some cases, can be applied toward the annualized Business Retirement Plan fee. The actual fee is negotiated based on factors that include the types of services being provided and the number of plan employees.</p> <p>The following fee schedule for business retirement plan accounts is a general guideline. The actual fee is negotiated based on factors that include the types of services being provided and the number of plan employees.</p> <p style="text-align: center;"><b>Annualized Business Retirement Plan Fee Guideline</b></p> <table border="1"> <thead> <tr> <th>Plan Size</th> <th>Per Quarter</th> <th>Per Year</th> </tr> </thead> <tbody> <tr> <td>Up to \$500,000</td> <td>.125</td> <td>.50*</td> </tr> <tr> <td>Next \$500,000 – \$5 million</td> <td>.125</td> <td>.50</td> </tr> <tr> <td>Over \$5 million</td> <td>.088</td> <td>.35</td> </tr> </tbody> </table> <p>The Advisor's fees are payable on the first day of the calendar quarter in advance, and are based on the account's asset value as of the last business day of the prior calendar quarter. Fees are prorated for accounts opened during the quarter.</p> <p>In addition to an investment advisory/management service fee accounts may incur transaction costs, retirement plan administration fees, deferred sales charges on mutual funds initially deposited in the account, and 12 (b)(1) fees and other mutual fund annual expenses as described in the fund's prospectus.</p> <p>*Minimum annual fee is \$2,500.</p>		Plan Size	Per Quarter	Per Year	Up to \$500,000	.125	.50*	Next \$500,000 – \$5 million	.125	.50	Over \$5 million	.088	.35
Plan Size	Per Quarter	Per Year												
Up to \$500,000	.125	.50*												
Next \$500,000 – \$5 million	.125	.50												
Over \$5 million	.088	.35												
<b>Item 4.B</b>	The Adviser may use multiple public Internet sites to obtain investment related information.													
<b>Item 5</b>	The Adviser generally requires that individuals involved in determining or giving investment advice have at minimum a Bachelor's degree from an accredited university. The Adviser requires that each associate have any licenses required in each applicable state.													

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**

Adviser:	SEC File Number:	Date:
The Moore Financial Group, LLC	801-69062	03/25/2009

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV:		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
<b>Item 6</b>	<p><b>EDUCATION &amp; BUSINESS BACKGROUND</b></p> <p><i>Robert Lee Moore</i>  <b>Year of Birth:</b> 1937  <b>Formal Education:</b> Indiana University, Bloomington, Indiana: B.S. Business  <b>Business Background:</b> The Moore Financial Group LLC. 1/1997-present  The Moore Financial Group/Moore &amp; Associates 8/1988-8/1996  <b>Examinations/Professional Designations:</b> Series 65</p> <p><i>Jon David Moore</i>  <b>Year of Birth:</b> 1970  <b>Formal Education:</b> College for Financial Planning, Denver, Colorado: CFP Education Program  University of Florida, Gainesville, Florida: B.S. Business  <b>Business Background:</b> The Moore Financial Group LLC. 1/1997-present  The Moore Financial Group/Moore &amp; Associates 6/1992-1/1997  <b>Examinations/Professional Designations:</b> Series 65 and Certified Financial Planner, CFP</p> <p>The Adviser has adopted a Code of Ethics for the purpose of instructing its personnel in their ethical obligations and to provide rules for their personal securities transactions. The Adviser and its personnel owe a duty of loyalty, fairness and good faith towards their clients, and the obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code. The Code of Ethics covers a range of topics that may include: general ethical principles, reporting personal securities trading, exceptions to reporting securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code of Ethics, review and enforcement processes, amendments to Form ADV and supervisory procedures. The Adviser will provide a copy of the Code of Ethics to any client or prospective client upon request.</p>	
<b>Item 9</b>	<p>Associated persons may own an interest in or buy or sell for their own accounts the same securities, which may be purchased or sold in the accounts of advisory clients. Associated persons seek to ensure that they do not personally benefit from the short-term market effects of their recommendations to clients and their personal transactions are regularly monitored. Associated persons are aware of the rules regarding material non-public information and insider trading. Associated persons may also buy or sell a specific security for their own account based on personal investment considerations, which the Adviser does not deem appropriate to buy or sell for clients.</p>	

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**

Adviser:	SEC File Number:	Date:
The Moore Financial Group, LLC	801-69062	03/25/2009

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV:		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
<b>Item 9E</b>	<p>The Adviser requires a minimum of \$250,000 to establish a new advisory account; however, the minimum may be waived at the sole discretion of the Adviser.</p> <p>Advisory associates perform reviews of all investment advisory accounts no less than quarterly. Accounts are reviewed for consistency with the investment strategy and performance. Reviews may be triggered by changes in an account holder's personal, tax or financial status. Macroeconomic and company specific events may also trigger reviews. There is currently no limit on the number of accounts that can be reviewed by an associate.</p>	
<b>Item 10</b>	<p>Brokerage statements are generated no less than quarterly. These statements are sent directly from the account custodian. These reports list the account positions, activity in the account over the covered period, and other related information. Clients are also sent confirmations following each brokerage account transaction unless confirmations have been waived.</p>	
<b>Item 11 (A&amp;B)</b>	<p>Financial plans are reviewed only upon request unless the Adviser is retained to update the plan on a continuous basis.</p>	
<b>Item 12 A (1&amp;2)</b>	<p>The Adviser will have complete discretion over the selection and amount of securities to be bought or sold without obtaining specific client consent. The Adviser will not have discretion over the selection of the broker to be used and the commission rates to be paid.</p> <p>Clients may specify which broker-dealer to use or the Adviser may make recommendations. The Adviser currently utilizes Schwab and TD Waterhouse discount brokerage firms. Generally, these recommendations are based on the Adviser's perception of the breadth of services offered, and quality of execution. However, the client may pay commissions or fees that are higher or lower than those that may be obtained from elsewhere for similar services.</p>	
<b>Item 12 B</b>	<p>The advisory representatives are not affiliated with a broker dealer and do not receive any commissions or fees for recommending any investments.</p>	

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