

FORM ADV**Part II - Page 1****Uniform Application for Investment Adviser Registration****OMB APPROVAL**

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Name of Investment Adviser:

Premier Investment Advisory Services, Inc.

Address: (Number and Street)

(City)

(State)

(Zip Code)

Area Code: Telephone Number:

2801 Arlington Blvd.**Ada****OK****74820****(580) 332-6908**

**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.**

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(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.)

**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:

Premier Investment Advisory Services, Inc.

SEC File Number:

801-70185

Date:

7/21/09**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 | 100% |
| <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 | 0% |
| <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 checked="" type="checkbox"/> | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities | 0% |
| <input type="checkbox"/> | (8) | Provides a timing service | % |
| <input checked="" 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	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 checked="" type="checkbox"/> (5) Commissions |
| <input type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input checked="" 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 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:

Premier Investment Advisory Services, Inc.

SEC File Number:

801- **70185**

Date:

4/6/01**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 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 checked="" 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 checked="" type="checkbox"/> D. Commercial paper | |
| <input checked="" type="checkbox"/> E. Certificates of deposit | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input checked="" type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (1) real estate |
| | <input type="checkbox"/> (2) oil and gas interests |
| <input type="checkbox"/> G. Investment company securities | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (1) variable life insurance | <input checked="" type="checkbox"/> L. Other (explain on Schedule F) |
| <input checked="" 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 type="checkbox"/> Charting | (4) <input checked="" type="checkbox"/> Cyclical |
| (2) <input 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 checked="" type="checkbox"/> Inspections of corporate activities | (6) <input type="checkbox"/> Annual reports, prospectuses, filings with the 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 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
(securities held at least a year) | (5) <input type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input type="checkbox"/> Option writing, including covered options,
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 type="checkbox"/> Short sales | |

FORM ADV**Part II - Page 4**

Applicant:

Premier Investment Advisory Services, Inc.

SEC File Number:

801-70185

Date:

2/20/08**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 checked="" 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.)

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Applicant:

Premier Investment Advisory Services, Inc.

SEC File Number:

801- **70185**

Date:

4/25/06**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.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

- 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
<input checked="" type="checkbox"/>	<input type="checkbox"/>

(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 response on Schedule F

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

See response on Schedule F

Applicant:

Premier Investment Advisory Services, Inc.

SEC File Number:

801-70185

Date:

11/12/08

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 No

☒ ☐

(2) amount of the securities to be bought or sold ?

Yes No

☒ ☐

(3) broker or dealer to be used ?

Yes No

☐ ☒

(4) commission rates paid?

Yes No

☐ ☒

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 (unless applicant is registered or registering only with the Securities and Exchange Commission); 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

☐ ☒

**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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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: Premier Investment Advisory Services, Inc.		IRS Empl. Ident. No.: 73-1328523										
Item of Form (identify)	Answer											
Part II, Page 2, #1A	<p align="center">ASSET MANAGEMENT</p> <p><u>Charles Schwab & Company, Inc.</u></p> <p>Premier Investment Advisory Services, Inc. (hereinafter referred to as the applicant) offers investment management services, which includes giving continuous advice to a client based on the client's individual needs. These services are provided on the discretionary basis. The applicant's president will assist the client in establishing an account (the Account) at through Charles Schwab & Company, Inc. through which the applicant's president will execute client transactions. Charles Schwab & Company, Inc. will maintain custody of all funds and securities, and neither the applicant nor the applicant's president will have direct access to client funds and securities.</p> <p>The applicant requires a minimum of \$25,000 to establish and maintain an Account. However, exceptions may be granted to the minimum amount in the Account at the discretion of the applicant's president.</p> <p>The applicant will manage client assets for an annual fee based on a percentage of assets under management. The fee will be payable quarterly in arrears based on the value of the account at the end of the previous calendar quarter. If the Account is opened mid-quarter, the applicant will charge an initial management fee that is prorated for the number of days that the Account is open in the initial quarter.</p> <p>Fees will be charged based on the following fee schedule:</p> <table border="0"> <thead> <tr> <th><u>Assets Under Management</u></th> <th><u>Annual Fee</u></th> </tr> </thead> <tbody> <tr> <td>\$ 25,000 - \$100,000</td> <td>1.000%</td> </tr> <tr> <td>\$100,001 - \$250,000</td> <td>0.750%</td> </tr> <tr> <td>\$250,001 - \$500,000</td> <td>0.625%</td> </tr> <tr> <td>\$500,001 +</td> <td>0.500%</td> </tr> </tbody> </table> <p>In some instances, multiple family accounts may be combined to allow for a reduced annual fee rate for all combined accounts.</p> <p>The client may elect to have fees automatically deducted from the Account or pay fees directly to the applicant. The client will be required to provide the custodian with written authorization to have fees deducted from the Account and paid to the applicant. Prior to any fees being deducted from the Account, the applicant will provide the client with a fee notification. This fee notification will show the amount of fees for the quarter, the manner in which the fees were calculated and any adjustment to the fee and an explanation of any adjustments. For direct payment, the client will have 30 days from the date of billing to make payment. If not paid within that time period, the fees will automatically be deducted from the Account.</p> <p>Client may terminate services at any time by submitting written notice. If services are terminated within five business days of executing a contract with the applicant, services will be terminated without penalty. After the initial five business days, 30 days advance notice is required and the client will be responsible for fees due on a prorated basis based on the number of days services are provided prior to the effective date of the termination.</p>		<u>Assets Under Management</u>	<u>Annual Fee</u>	\$ 25,000 - \$100,000	1.000%	\$100,001 - \$250,000	0.750%	\$250,001 - \$500,000	0.625%	\$500,001 +	0.500%
<u>Assets Under Management</u>	<u>Annual Fee</u>											
\$ 25,000 - \$100,000	1.000%											
\$100,001 - \$250,000	0.750%											
\$250,001 - \$500,000	0.625%											
\$500,001 +	0.500%											

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

**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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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: Premier Investment Advisory Services, Inc.		IRS Empl. Ident. No.: 73-1328523
Item of Form (identify)	Answer	
Part II, Page 2, #1A (continued)	<p><u>Financial Advisors Program and LifeGuide Program</u></p> <p>The applicant also offers investment management services through Securities America Advisors, Inc.'s (SAA) Financial Advisors Program (FAP) and/or LifeGuide Program (LifeGuide). SAA is an SEC registered investment advisor. SAA's FAP and/or LifeGuide are wrap-fee programs providing investment advisory services and execution of client transactions for which the specified fee (or fees) is not based directly upon transactions in a client's account. Under FAP and LifeGuide, the applicant assists the client in establishing an FAP or LifeGuide account (the Account) with SAA. All brokerage transactions in the Account will be processed by SAI and then cleared through National Financial Services, LLC (NFS) pursuant to a clearing arrangement established by SAI with NFS. SAA has also entered into agreements with various insurance companies that allow for the management and valuation of client variable annuity accounts within SAA's FAP and/or LifeGuide. The custody of all funds and securities will be maintained by NFS, insurance companies or other custodians. At no time will SAA, SAI, the applicant or the applicant's president act as custodian of the Account or have direct access to the client's funds and/or securities.</p> <p>The annual management fees charged for this service will be negotiated with each client, with 2.25% being the maximum management fee that may be charged to clients. SAA retains up to 20 basis points (.20%) of the annual management fee for FAP accounts and up to 15% of the annual management fee for LifeGuide accounts.</p> <p>A complete description of FAP and related fees and charges are described in SAA's Financial Advisors Program Schedule H Disclosure Brochure which will be given to all clients prior to or at the time an FAP Account is established. A complete description of LifeGuide and related fees and charges are described in SAA's LifeGuide Program Schedule H Disclosure Brochure which will be given to all clients prior to or at the time a LifeGuide Account is established.</p> <p><u>SEI Asset Management Program</u></p> <p>The SEI Asset Management Program (SEI Program) is an institutional asset allocation program that the applicant uses in the management of the client's assets. The applicant's president assists the client in establishing an SEI Program account (the Account) at SEI Trust Company (SEI). All Account transactions will be processed and cleared through SEI. The SEI Program uses asset allocation portfolios developed by SEI Investments. The portfolios consist of SEI Family of Institutional Mutual Funds (Mutual Funds) and other securities approved by SEI to be held in an Account. The applicant provides SEI with the Asset Allocation Policy that the client selects for the Account. The applicant's president directs SEI to reallocate the client's investments in accordance with the client's Asset Allocation Policy. In addition, the applicant's president directs SEI to rebalance the investments within the Account at least quarterly so that the market value of the shares of each mutual fund held in the Account is the same percentage of the total market value of the Account as required by the client's Asset Allocation Policy. Custody of all SEI Program client Account assets is held at SEI.</p> <p>SEI Program management fees (Management Fees) are payable quarterly, in arrears, based on assets under management at the end of the quarter. Management Fees are automatically deducted from the client's Account. Each quarter, SEI will send the client an account statement that will include a Management Fee notification which will show the computed fee, any adjustments to fee, an</p>	

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

**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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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: Premier Investment Advisory Services, Inc.		IRS Empl. Ident. No.: 73-1328523
Item of Form (identify)	Answer	
Part II, Page 2, #1A (continued)	<p>explanation of any adjustment and the net Management Fee be deducted later in the period from the client's Account. Management Fees are paid to the applicant. Up to 5% of the Management Fees may be paid to SAA, a registered investment advisor, for marketing and administrative services SAA provides to the applicant. The client may terminate the SEI Program Account at any time by notifying the applicant and receive a full prorated refund of any unearned fees. Termination will be effective upon receipt of such notice. If services are terminated within five business days of executing the client agreement, services will be terminated without penalty. After the initial five business days the client may be responsible for payment of fees for the number of days of service were provided by the applicant prior to receipt of the notice of termination.</p> <p>The maximum total advisory fees charged by the applicant will not exceed 1.75% annually. SEI may charge a separate custodial fee for the custody services it provides the Account. Mutual Funds held in the Account pay their own advisory fees and other expenses, which are explained in each Mutual Fund's prospectus. These fees and expenses are separate charges from the Account Management Fees.</p> <p><u>Genworth Program</u></p> <p>The Genworth Program (Genworth) is sponsored by Genworth Financial Wealth Management, Inc., a registered investment advisor. Genworth has two components. The first is an Asset Allocation System that the applicant may use to manage the client assets made up of model portfolios provided by a number of institutional investment strategists which are based on the information, research, asset allocation methodology and investment strategies of these investment strategists. The second component is the Private Managed Account Program where the applicant introduces the clients to investment managers who provide discretionary management of individual portfolios of equity and/or fixed income securities.</p> <p>Genworth client fees are payable quarterly, in advance, based on average assets under management during the previous quarter. Included as part of the client fee paid to the applicant is an amount to be reallocated to Genworth Financial Wealth Management, Inc., SAA, investment strategists and others as the Genworth Program Fee.</p> <p>The maximum total advisory fees charged to the client will not exceed 2.25%. Custodian fees may be charged separately from Genworth client fees.</p> <p>A complete description of Genworth and related fees and charges are described in Genworth Financial Wealth Management, Inc.'s Schedule H Disclosure Brochure which will be given to all clients prior to or at the time an account is established.</p> <p style="text-align: center;">THIRD PARTY MONEY MANAGERS</p> <p><u>Independent Managed Assets Program</u></p> <p>The applicant may establish agreements with third party money managers offering a wide range of advisory services including asset allocation, market timing and portfolio management. The applicant may select the services of money managers in SAA's Independent Managed Asset Program (IMAP). The applicant will solicit the services of the recommended third party money managers. The applicant will not refer a client to a money manager unless the money manager is</p>	

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

**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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Continuation Sheet for Form ADV Part II

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1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Premier Investment Advisory Services, Inc.		IRS Empl. Ident. No.: 73-1328523
Item of Form (identify)	Answer	
Part II, Page 2, #1A (continued)	<p>registered or exempt from registration as an investment advisor in the client's state of residence. The client may select a recommended money manager based on the client's needs. The applicant's president will be available to meet with the client on a continuous basis. Clients should be aware that the solicitor or sub-advisor fees paid to the applicant differ among recommended money manager programs. There are conflicts of interest which may affect the independent judgement of the applicant in the recommendation of one money manager program over another. The applicant will be compensated by a solicitor's fee or sub-advisor fee paid to the applicant by the recommended money manager. When the applicant uses an SAA IMAP money manager, SAA will receive a portion of the solicitor fee, a marketing override or an administrative fee for providing administrative and marketing services.</p> <p style="text-align: center;">FINANCIAL PLANNING</p> <p>The applicant offers financial planning services in the forms of comprehensive and modular financial planning and individual consultations. A comprehensive plan can include, but will not be limited to, the areas of risk management, budget and cash flow analysis, investment analysis, retirement planning, college funding and estate planning. A modular plan will cover any one or more of the areas as selected by the client. The applicant's president will have an initial conference with the client to gather information and develop a preliminary worksheet for use with plan development. Should the client elect to proceed with preparation of a written plan, additional conferences may be needed to complete the gathering of information and supporting documentation.</p> <p>There is no charge for the client conference(s) needed to gather information and documentation necessary to prepare the written plan. Fees for this financial planning service are based solely on the number of hours necessary to prepare a written comprehensive or modular plan and are billed at the rate of \$100 per hour. An estimate of the total number of hours needed to prepare a written plan is provided to the client at the time the contract for services is signed. Fees are due and payable upon completion and presentation of the plan.</p> <p>The applicant's president will also meet with clients for financial consultations and investment advice. Fees for these services are billed at an hourly rate of \$100 per hour. Fees are due and payable upon completion of the services.</p> <p>The client may terminate financial planning or consultation services at any time by submitting written notice. If services are terminated within five business days of executing a contract with the applicant, services will be terminated without penalty. After the initial five business days, 30 days advance notice is required and the client will be responsible for time expended to the date termination is effective.</p> <p>The applicant's president sells insurance and securities products in her separate capacities as an independently licensed insurance agent and a registered representative. If the client chooses to implement the advice of applicant's president through her in these separate capacities, she may earn commissions in addition to the fees charged for advisory services. In this case, applicant's president may waive or reduce the amount of the financial service fee by the amount of commissions received. The amount of commissions received by the applicant's president will be the maximum amount that the financial planning fee will be adjusted. Any adjustment to the financial planning fee is at the discretion of the applicant's president, is based upon the services being provided and will be disclosed to the client prior to transactions being implemented. Clients are not obligated to</p>	

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

**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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Continuation Sheet for Form ADV Part II

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Item of Form (identify)	Answer	
Part II, Page 2, #1A (continued)	implement transactions through the applicant's president in these separate capacities. Clients are free to select any broker/dealer they wish to implement the advice of the applicant's president.	
	SEMINARS	
	The applicant provides seminars to employees of telecommunications companies about the specific employer's qualified plan benefits. There is no charge for these seminars.	
Part II, Page 3, #3L	When the applicant uses the Genworth Private Account Management Program, the applicant introduces clients to investment managers who provide discretionary management of individual portfolios of equity and/or fixed income securities.	
Part II, Page 3, #4A(5), 4B(8) & 4B(7)	Model mutual fund and variable annuity asset allocation portfolio programs, provided by a number of institutional investment managers and strategists, may be used when managing client assets. The applicant may also use the Internet, Morningstar, fund and variable annuity home sites as sources of information.	
Part II, Page 4, #5	The applicant requires anyone providing advisory services to have obtained a Bachelor's Degree and have either attended or currently be attending post-graduate school for a business-related degree. The applicant also requires investment advisor representatives to have the necessary licenses or designations as required by the state(s) in which advisory services will be provided. Industry work-related experience is also preferred, and the applicant will take into account other factors when considering advisory candidates.	
Part II, Page 4, #6	Patricia L. Laramore CFP® (Born 5/22/53). Ms. Laramore graduated from West Texas State University in 1974 with a Bachelor's Degree in Secondary Education. She has also taken graduate courses at Texas Women's University and East Central University. Ms. Laramore was a registered representative with Century Investment Group, Inc. from September 1994 through August 1997 and with MTL Equity Products, Inc. from July 1997 through June 2000. Since then, she has been a registered representative with Securities America, Inc. Ms. Laramore has been the President and an investment advisor representative of Premier Investment Advisory Services, Inc. since October 1992. She has been the President and sole owner of Premier Insurance Agency, Inc. since April 1993.	
Part II, Page 4, #8C(9)	The applicant's president is the president and sole owner of Premier Insurance Agency, Inc. She is independently licensed to sell insurance products through various insurance companies and does so through Premier Insurance Agency, Inc. When acting in this capacity, she will receive commissions for selling these products.	
Part II, Page 5, #9B	As a registered representative, the applicant's president sells securities to any client for commissions. This could present a potential conflict of interest since she could receive fees and commissions if the client chooses to implement her recommendations in her capacity as a registered representative. Clients are free to select any broker/dealer they wish to implement recommendations.	
Part II, Page 5, #9E	The applicant or applicant's president may buy or sell securities or have an interest or position in a security for their personal account which are also recommend to clients. The applicant is and shall continue to be in compliance with <i>The Insider Trading and Securities Fraud Enforcement Act of</i>	

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

**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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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: Premier Investment Advisory Services, Inc.		IRS Empl. Ident. No.: 73-1328523
Item of Form (identify)	Answer	
Part II, Page 5, #9E (continued)	<p>1988. As these situations may represent a potential conflict of interest, it is a policy of the applicant that no associated persons shall prefer their own interest to that of the advisory client. No person employed by the applicant may purchase or sell any security prior to a transaction or transactions being implemented for an advisory account. Associated persons shall not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of their employment unless the information is also available to the investing public upon reasonable inquiry. The applicant maintains a list of all securities holdings for itself and all associated persons which is reviewed on a regular basis by a principal of the firm. This log is available for client review upon request.</p> <p>According to the <i>Investment Advisers Act of 1940</i>, an investment advisor is considered a fiduciary. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts. In addition, an investment advisor has a duty of utmost good faith to act solely in the best interest of each of the applicant's clients. The applicant and its associated persons have a fiduciary duty to all clients. The applicant has established a Code of Ethics which all associated persons must read and then execute an acknowledgement agreeing that they understand and agree to comply with the applicant's Code of Ethics. The applicant and associated persons' fiduciary duty to clients is considered the core underlying principle for the applicant's Code of Ethics and represents the expected basis for all associated persons dealings with clients. The applicant has the responsibility to make sure that the interests of clients are placed ahead of it or its associated persons' own investment interests. All associated persons will conduct business in an honest, ethical and fair manner. All associated persons will comply with all federal and state securities laws at all times. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to services being conducted. All associated persons have a responsibility to avoid circumstances that might negatively affect or appear to affect the associated persons' duty of complete loyalty to their clients. This section is only intended to provide current clients and potential clients with a description of the applicant's Code of Ethics. If current clients or potential clients wish to review the applicant's Code of Ethics in its entirety a copy may be requested from any of the applicant's associated persons and a copy will be provided promptly.</p>	
Part II, Page 5, #10	<p>The applicant requires a minimum of \$25,000 to establish an asset management account at Charles Schwab & Company Inc. Exceptions may be granted to this minimum at the discretion of the applicant's president.</p> <p>SAA's recommended minimum investment amount for establishing and maintaining an FAP account is \$25,000 and \$50,000 for establishing and maintaining a LifeGuide account. Exceptions may be granted to these minimums upon request.</p> <p>The minimum investment required for the SEI Program is \$100,000.</p> <p>The minimum investment required for Genworth Asset Allocation System accounts is generally \$50,000 and \$250,000 for Private Managed Accounts. Exceptions may be granted to these minimums at the discretion of Genworth and the applicant.</p>	
Part II, Page 5, #11A	<p>Financial planning services terminate upon completion of the consultations or presentation of the written plan. Although no on-going reviews are performed, the applicant recommends that clients have their financial situation reviewed at least annually. A review and update may also be done at the request of the client. Any review and update of an account may require the client to execute a</p>	

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**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

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Item of Form (identify)	Answer	
	<p>new agreement with additional fees charged.</p> <p>Managed accounts are reviewed monthly and/or quarterly, depending upon when statements are received from the account custodian. Clients may also request more frequent reviews on a reasonable basis. Accounts at other money managers will be reviewed when the applicant receives statements from the money managers, usually quarterly.</p> <p>The calendar is the main triggering factor for all account reviews, although client request and unusual market activity may also trigger a review. The applicant's president, Patricia Laramore, is responsible for all account reviews.</p> <p>Part II, Page 5, #11B Clients will receive statements at least quarterly from the investment company, broker/dealer, clearing firm or money manager where their account is maintained.</p> <p>Part II, Page 6, #12A(1) & 12A(2) Upon receiving written authorization from the client, the applicant's president may manage the client's assets in FAP, LifeGuide, SEI Program, Genworth and Schwab on a limited discretionary basis. When she does, her discretionary authority is limited by being prohibited from withdrawing funds and/or securities from client accounts except when written authorization has been provided to have fees automatically deducted from a clients account and paid directly to the applicant. When managing assets in the SEI Asset Program, her discretionary authority is limited to no-load mutual funds.</p> <p>Part II-Page 6 #12B In Genworth, the applicant offers clients model portfolios composed by a group of independent investment strategists. The independent investment strategists have no direct relationship with the applicant or the clients, make no analysis of the clients' circumstances or objectives, and do not tailor the models portfolios to any specific client's needs. The applicant assists the client in selecting the model portfolio(s) that best suit the client's objectives. The client then specifically directs the account to be invested in accordance with the chosen model portfolio. When the client selects the model portfolio, the client further directs that the account be automatically adjusted to reflect any adjustment in the model Portfolio by the investment strategist. This client authorization would result in the purchase and sale of certain mutual funds or transfers between variable annuity sub-accounts without further authorization by the client at such time as the investment strategist changes the composition of the selected model portfolio. The applicant has no authority to cause any purchase or sale of securities in any client account, to change the model Portfolio or to direct the account to be invested in any manner other than as previously authorized by the client.</p> <p>Part II-Page 6 #12B The applicant's president is a registered representative of SAI, a full service broker/dealer, member FINRA/SIPC. When placing securities transactions through SAI in her capacity as a registered representative, she may earn sales commissions.</p> <p>Clients wishing to implement the applicant's advice are free to select any broker they wish and are so informed. If clients wish to have the applicant's president implement advice in her capacity as a registered representative, her broker/dealer, SAI, may be used. SAI has a wide range of approved securities products for which SAI performs due diligence in selecting. The registered representative is required to adhere to these products when implementing securities transactions. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer.</p>	

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**Schedule F of
Form ADV**

Applicant: Premier Investment Advisory Services, Inc.	SEC File Number: 801-70185	Date: 7/21/09
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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: Premier Investment Advisory Services, Inc.		IRS Empl. Ident. No.: 73-1328523
Item of Form (identify)	Answer	
Part II, Page 6 #13A	<p>The applicant's president sells securities and insurance products in her separate capacities as a registered representative and independent insurance agent and receives commissions for these sales. Load and no-load mutual funds may pay annual distribution charges sometimes referred to as 12(b)-1 fees. The applicant's president may receive a portion of these 12(b)-1 fees from some investment companies in her separate capacity as a registered representative. Clients should be aware that these 12(b)-1 fees come from fund assets, and thus, indirectly from client's assets. The receipt of these fees could represent an incentive for registered representatives to recommend funds with 12(b)-1 fees or higher 12(b)-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest.</p> <p>The applicant may select and monitor third party money managers to manage client assets, including money managers in SAA IMAP. When soliciting for money managers, the applicant will receive a portion of the fees paid to the money manager. SAA may also receive a portion of the fee or a marketing override for fees paid to IMAP approved money managers.</p> <p>The applicant from time to time may receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors may underwrite costs incurred for marketing such as advertising, publishing and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for whom sales have been made or it is anticipated sales will be made.</p>	
Part II, Page 6 #13B	<p>The applicant has entered into a relationship with Hanson McClain Retirement Network, LLC (HMRN), a registered broker-dealer and investment adviser. Through this relationship, HMRN provides marketing support and training to assist the applicant in obtaining more clients. The applicant will pay HMRN a portion of the commissions or investment advisory fees earned from the clients, if the client is obtained as a result of this relationship. The marketing support and training by HMRN is solely for the purpose of enabling the applicant to better market the applicant's investment advisory services. No client is directly referred to the applicant as a result of this relationship. At no time, will HMRN have contact with the client.</p> <p style="text-align: center;">OTHER BUSINESS ACTIVITIES AND FINANCIAL INDUSTRY AFFILIATIONS</p> <p>The applicant's president sells securities and insurance products to any client for commissions in her separate capacities as a registered representative and independently licensed insurance agent. Insurance products are sold through Premier Insurance Agency, Inc. which is wholly owned by the applicant's president. Approximately 80% of her workweek is spent on securities and 5% on insurance activities.</p> <p>The applicant may use the services of SAA, a registered investment advisory firm, through SAA's FAP and/or LifeGuide when managing assets and, when doing so, SAA will receive a portion of the fees.</p> <p>The applicant may use the advisory, administrative and marketing services of SEI Investments, a registered investment advisory firm, and SAA when managing client assets in the SEI Asset</p>	

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	<p>Management Program. When doing so, SAA will receive a portion of the fees charged to the client.</p> <p>The applicant will use the support services of Genworth Financial Wealth Management, Inc., a registered investment advisor, and SAA when managing client assets in the Genworth Program. When doing so, SAA and Genworth will receive a portion of the fees charged to the client.</p> <p style="text-align: center;">PROXY VOTING</p> <p>The applicant will not perform proxy voting services on a client's behalf. All proxy notices will be delivered directly to the clients. Clients are instructed to read through the information provided with the proxy voting documents and to make a determination based on the information provided. However, upon client request, the applicant will provide explanations and answer questions dealing with proxy issues based on her understanding of the proxy voting materials provided. Clients are solely responsible for all proxy voting decisions.</p>	

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