

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

Name of Investment Adviser: <b>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b>				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone Number:
<b>6095 Parkland Blvd., Suite 210</b>	<b>Mayfield Heights</b>	<b>OH</b>	<b>44124</b>	<b>( 440 ) 473-1115</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.**

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	May 2009	

(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.)

Applicant:

Financial Planners of Cleveland, Inc. dba NCA Financial Planners

SEC File Number:

801-67059

Date:

05/07/09

## 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 .....  | 93% |
| <input checked="" type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services .....  | 1%  |
| <input checked="" type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above .....  | 3%  |
| <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 .....   | 1%  |
| <input type="checkbox"/>            | (8) | Provides a timing service .....   | %   |
| <input checked="" type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above .....   | 2%  |

(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 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).

**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 checked="" type="checkbox"/> (1) securities                         |
|  | <input type="checkbox"/> (2) commodities                                   |
| <input type="checkbox"/> B. Warrants                                       | <input type="checkbox"/> J. Futures contracts on:                          |
| <input checked="" type="checkbox"/> C. Corporate debt securities           | <input type="checkbox"/> (1) tangibles                                     |
| (other than commercial paper)  | <input type="checkbox"/> (2) intangibles                                   |
| <input checked="" type="checkbox"/> D. Commercial paper                    | <input type="checkbox"/> K. Interests in partnerships investing in:        |
| <input checked="" type="checkbox"/> E. Certificates of deposit             | <input checked="" type="checkbox"/> (1) real estate                        |
| <input checked="" type="checkbox"/> F. Municipal securities                | <input checked="" type="checkbox"/> (2) oil and gas interests              |
|  | <input type="checkbox"/> (3) other (explain on Schedule F)                 |
| <input type="checkbox"/> G. Investment company securities                  | <input checked="" type="checkbox"/> L. Other (explain on Schedule F)       |
| <input type="checkbox"/> (1) variable life insurance                       |  |
| <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 type="checkbox"/> Cyclical                                 |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input checked="" type="checkbox"/> Other (explain on Schedule F) |
| (3) <input 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 checked="" type="checkbox"/> Timing services   |
| (2) <input checked="" 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 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 checked="" 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   |   |

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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 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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**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

☒

(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 for details**

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

**See Schedule F for details**

**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"/>            |
|   | Yes                                 | No                                  |
| (2) amount of the securities to be bought or sold ? ..... | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
|   | Yes                                 | No                                  |
| (3) broker or dealer to be used ? .....                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
|   | Yes                                 | No                                  |
| (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:

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

**Schedule F of  
Form ADV**

**Continuation Sheet for Form ADV Part II**

Applicant:

**Financial Planners of Cleveland, Inc.  
dba NCA Financial Planners**

SEC File Number:

801- 67059

Date:

05/07/09

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

<p>1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: <b>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b></p>	<p>IRS Empl. Ident. No.: 34-1626332</p>
<p>Item of Form (identify)</p>	<p>Answer</p>
<p>Item 1.A.(1)</p>	<p><b>VISION2020 ADVISOR PROGRAM</b> In addition to the aforementioned investment advisory products and services, the Adviser also offers its clients the VISION2020 Advisor Program (the "Program").</p> <p>The Program provides comprehensive investment management of client assets through the provision of web based asset allocation tools, as well as execution, clearing and custodial services. With respect to its asset allocation services, the Program utilizes Ibbotson Associates to provide clients access to risk tolerance assessment, efficient frontier plotting, fund profiling and performance data, as well as portfolio optimization and rebalancing tools.</p> <p>The Program may be offered by the Adviser on a 1) Discretionary Trading Basis or 2) Non-Discretionary Trading Basis.</p> <p>In an account with Discretionary Trading, the Independent Advisory Representative may purchase or sell load waived, no-load mutual funds and other equity and debt securities for accounts not included in the initial asset allocation without obtaining specific client approval for each transaction.</p> <p>In an account with Non-Discretionary trading authority, the Independent Advisory Representative will only purchase or sell securities which have been approved by clients in advance. The Independent Advisory Representative will create an initial asset allocation with the client's prior review and approval. Client is under no obligation to accept any recommendations and client retains sole discretion over the investments to be purchased and sold in the account.</p> <p>The Program is sponsored by Royal Alliance Associates, Inc. ("Royal Alliance"). As Program sponsor, Royal Alliance has created a Program Brochure which will be distributed to the Adviser's clients prior to or concurrent with their engagement in the Program. Clients should read it thoroughly before investing.</p> <p>The Program is offered as a Wrap Account which bundles advisory and administrative fees, as well as transaction charges into one asset-based fee. Alternatively, the transaction charges can be unbundled from the advisory and administrative fees in the Non-Wrap Account option.</p> <p>Clients opting for either the Wrap or Non-Wrap Account option may be charged a maximum of 2.5%. However, Non-Wrap Accounts are also billed separate transaction charges.</p> <p>In addition, the Adviser may recommend the Non-Wrap Fee Account to certain Clients and may choose to pay the transaction charges for the Program Account. In those cases, the Adviser may receive transaction charge discounts that would otherwise be unavailable to Clients.</p> <p>In certain instances, the Adviser may utilize the Program to manage Variable Annuity products that are maintained outside of a standard Program account. Such Variable Annuities may only be managed as part of an existing Client Group, consisting of one or more Program accounts. The Adviser will use the various Program tools to manage the Variable Annuity Sub-Accounts ("Sub-Accounts") in accordance with the Client's Risk Tolerance Questionnaire and Investment Policy Statement. However, the Adviser will not direct reallocations of the Sub-Accounts through the Program. In such cases that a reallocation is required, the Adviser will place such reallocation directly through the Variable Annuity Sponsor. In addition, although the Variable Annuities and their respective Sub-Accounts will be represented on various Program reports (i.e. Performance Reporting), the Variable Annuities are held at the Variable Annuity Sponsor.</p>

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:

**Financial Planners of Cleveland, Inc.  
dba NCA Financial Planners**

SEC File Number:

**801- 67059**

Date:

**05/07/09**

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

<p>1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: <b>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b></p>	<p>IRS Empl. Ident. No.: 34-1626332</p>
<p>Item of Form (identify)</p>	<p>Answer</p>
	<p>Variable Annuities that are managed through the Program will be billed a Program Fee. However, this fee will be debited from a designated Program account within its respective Client Billing Group. At no time will Program Fees be billed directly from the Variable Annuity. All Variable Annuities managed within the Program will be billed using the Non-Wrap Program fee schedule since Variable Annuity transactions may not be processed through the Program.</p> <p>The complete schedule of Program fees is set forth in the Program Brochure created by Royal Alliance and provided by the Adviser to its clients prior to or concurrent with their engagement in the Program.</p>
<p>Item 1.A.(2)</p>	<p><b>FINANCIAL ADVISORY SERVICES</b></p> <p>For certain historical accounts the Applicant offers a financial advisory service to clients. This service offers clients an annual fee of ¼% of market value with no commission offset.</p> <p>The client may terminate the agreement at any time by written notification. If the Client terminates the Agreement by written notice within 90 days of the date of the Agreement, the Client is entitled to a full refund of advisory fees that were paid in advance. Thereafter, the client will receive a pro rata refund of unearned fees based on the time and effort expended by the Adviser Representative.</p> <p>All fees paid to the Applicant for advisory services are separate from the fees and expenses charged to shareholders of mutual fund shares by the mutual fund companies or by the investment advisor managing the portfolios. A complete explanation of the expenses charged by the mutual funds is contained in each mutual fund's prospectus. Clients are encouraged to read the fund prospectus.</p> <p>Fees will not be based upon a share of capital gains or capital appreciation of the funds or any portion of the funds of an advisory client.</p>
<p>Item 1.A.(3)</p>	<p><b>FINANCIAL PLANNING</b></p> <p>Applicant offers a Financial Planning service to clients. This service allows for varying levels of personalized service to assist clients in meeting their financial needs. This service provides clients with financial and tax plans and advice concerning a wide spectrum of financial matters, such as budgeting, college planning, estate planning and insurance.</p> <p>The fees for this service are as follows:</p> <p><b>INITIAL FEE:</b> Client shall pay NCA for services provided in connection with the initial set up of client's accounts within the first 90 days of working with NCA. This fee shall range between \$150 and \$10,000.</p> <p><b>ANNUAL FEE:</b> This annual fee is charged on a pro-rata basis quarterly, semiannually, or annually in arrears. There are 6 service levels, as detailed below. Each service level has a different minimum expected number of annual client contacts. You and your advisor need to determine the level that best accomplishes your goals.</p> <p>Level 1 = Negotiated fee and service level (Annual fees shall range between \$2,500 and \$10,000) (4 or more in office meetings, 4 or more phone contacts)</p>

**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>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b>	SEC File Number: <b>801- 67059</b>	Date: <b>05/07/09</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>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b>		IRS Empl. Ident. No.: 34-1626332
Item of Form (identify)	Answer	
	<p>Level 2 = \$2,000 Annual Fee (3 in office meetings, 3 phone contacts)</p> <p>Level 3 = \$1,500 Annual Fee (3 in office meetings, 2 phone contacts)</p> <p>Level 4 = \$1,000 Annual Fee (2 in office meetings, 1 phone contacts)</p> <p>Level 5 = \$500 Annual Fee (1 in office meeting, 1 phone contact)</p> <p>Level 6 = \$250 Annual Fee (0 in office meetings, 1 phone contacts)</p> <p>In some cases, the client may be charged an Advisory Fee in addition to the above fee.</p> <p>The Client may terminate the agreement at any time by written notification to NCA Financial Planners</p> <p><b>MANAGED ASSETS PROGRAM</b></p> <p>NCA Financial Planners offers the Managed Assets Program (the "Program") to suitable clients who seek advice regarding the development of investment strategies and the selection and monitoring of independent money managers ("Managers") and/or mutual funds ("Funds"), together with brokerage and custodial services, for a single annual asset based advisory fee. NCA Financial Planners provides the Program through an agreement with Royal Alliance Associates, Inc. ("Royal Alliance"), the sponsor of the Program. A copy of Schedule H Brochure of Royal Alliance will be delivered to the client in connection with the recommendation of the Program to the client. The services available to clients who select the Program are described in detail in the Schedule H Brochure.</p> <p>Clients in the Program enter into an agreement with NCA Financial Planners. NCA Financial Planners has a sub-adviser agreement with Royal Alliance, which sponsors the Program. Royal Alliance has a separate master agreement with each Manager in the Program. Royal Alliance also has a clearing service agreement with Pershing, LLC ("Pershing"), who serves as broker-dealer for securities transactions directed by Managers and custodian for assets invested by clients in the Program. Neither NCA Financial Planners nor Royal Alliance exercises investment discretion over assets allocated to the Managers; rather, each Manager acts as discretionary adviser for the assets assigned to that Manager by clients in the Program. NCA Financial Planners may execute non-discretionary reallocation transactions for assets allocated to Funds. Client directs Royal Alliance, as broker-dealer, to effect transactions for program assets designed by Client to be invested in Funds.</p> <p>NCA Financial Planners will utilize the research services provided through the Program to assist the client in selection of one or more Managers from among those Managers who have been approved and signed agreements with Royal Alliance. The client will receive information concerning each recommended Manager and will have the opportunity to approve the selections. The client will also receive an Investment Policy Statement identifying all Managers selected to manage the client's investment portfolio and the amount of fees payable to each Manager and Royal Alliance.</p>	

**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:

**Financial Planners of Cleveland, Inc.  
dba NCA Financial Planners**

SEC File Number:

801- 67059

Date:

05/07/09

(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>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b>		IRS Empl. Ident. No.: 34-1626332																																																
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	<p>Quarterly performance reports will be provided to the Client identifying the securities held in the Account and analyzing the performance of the account for the quarter. In the event that NCA Financial Planners determines that one or more Managers are not performing in accordance with expectations or are no longer appropriate to a Client based on the Client's circumstances and objectives, NCA Financial Planners will recommend that a Manager be terminated and/or replaced with another Manager. NCA Financial Planners will review the recommendation with the Client, and the Client will make the final determination whether to terminate or replace the Manager.</p> <p>The Managers selected by the client will typically direct all transactions in the Client's account through Royal Alliance or Pershing. However, Managers may trade with brokers other than Royal Alliance or Pershing in order to achieve best execution, obtain a wider variety of issues and/or to take advantage of favorable markups or markdowns. Transactions through brokers other than Royal Alliance or Pershing may result in additional commission or transaction charges to the Client.</p> <p><b>SCHEDULE OF ACCOUNT FEES</b></p> <p><b>Equity Accounts</b></p> <table><thead><tr><th>Total Account Value</th><th>Minimum Account Fee</th><th>Maximum Account Fee</th></tr></thead><tbody><tr><td>\$100,000 to \$499,999.99</td><td>1.20%</td><td>2.75%</td></tr><tr><td>\$500,000 to \$999,999.99</td><td>1.15%</td><td>2.70%</td></tr><tr><td>\$1,000,000 to \$1,999,999.99</td><td>1.10%</td><td>2.65%</td></tr><tr><td>\$2,000,000 to \$2,999,999.99</td><td>1.05%</td><td>2.60%</td></tr><tr><td>\$3,000,000 to \$3,999,999.99</td><td>.95%</td><td>2.50%</td></tr><tr><td>\$4,000,000 to \$4,999,999.99</td><td>.90%</td><td>2.45%</td></tr><tr><td>Over \$5,000,000</td><td>.85%</td><td>2.40%</td></tr></tbody></table> <p><b>Fixed Income Accounts</b></p> <table><thead><tr><th>Total Account Value</th><th>Minimum Account Fee</th><th>Maximum Account Fee</th></tr></thead><tbody><tr><td>\$100,000 to \$499,999.99</td><td>.85%</td><td>2.00%</td></tr><tr><td>\$500,000 to \$999,999.99</td><td>.80%</td><td>1.95%</td></tr><tr><td>\$1,000,000 to \$1,999,999.99</td><td>.75%</td><td>1.90%</td></tr><tr><td>\$2,000,000 to \$2,999,999.99</td><td>.70%</td><td>1.85%</td></tr><tr><td>\$3,000,000 to \$3,999,999.99</td><td>.65%</td><td>1.80%</td></tr><tr><td>\$4,000,000 to \$4,999,999.99</td><td>.60%</td><td>1.75%</td></tr><tr><td>Over \$5,000,000</td><td>.55%</td><td>1.70%</td></tr></tbody></table> <p>The client will pay a single fee to NCA Financial Planners typically ranging from 2% to 2.75% of the value of assets in the account, subject to negotiation. This fee will cover fees payable to NCA Financial Planners, Royal Alliance, each Manager's fees, and Pershing's brokerage and custody fees for the account. Program fees are subject to negotiation. Fees are paid quarterly, in advance, based on the value of the client's account on the last day of the previous quarter. A specific fee will be offered to each client based on the size of the client's account and the fees charged by the Manager(s) selected by the Client. NCA Financial Planners offers the Program on a wrap fee basis only. Clients of NCA Financial Planners will pay no more for the Program than clients who participate in the Program directly as clients of Royal Alliance.</p> <p>Brokerage fees of brokers other than Royal Alliance or Pershing, markups and markdowns (if any), Securities and Exchange Commission fees and exchange fees, transfer taxes, odd lot differentials, mutual fund short-term redemption fees, margin interest, and electronic funds or wire transfer fees are not included in the Program wrap fee and will be paid by the Client.</p>		Total Account Value	Minimum Account Fee	Maximum Account Fee	\$100,000 to \$499,999.99	1.20%	2.75%	\$500,000 to \$999,999.99	1.15%	2.70%	\$1,000,000 to \$1,999,999.99	1.10%	2.65%	\$2,000,000 to \$2,999,999.99	1.05%	2.60%	\$3,000,000 to \$3,999,999.99	.95%	2.50%	\$4,000,000 to \$4,999,999.99	.90%	2.45%	Over \$5,000,000	.85%	2.40%	Total Account Value	Minimum Account Fee	Maximum Account Fee	\$100,000 to \$499,999.99	.85%	2.00%	\$500,000 to \$999,999.99	.80%	1.95%	\$1,000,000 to \$1,999,999.99	.75%	1.90%	\$2,000,000 to \$2,999,999.99	.70%	1.85%	\$3,000,000 to \$3,999,999.99	.65%	1.80%	\$4,000,000 to \$4,999,999.99	.60%	1.75%	Over \$5,000,000	.55%	1.70%
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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:

**Financial Planners of Cleveland, Inc.  
dba NCA Financial Planners**

SEC File Number:

801- 67059

Date:

05/07/09

(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>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b>		IRS Empl. Ident. No.: 34-1626332
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	<p>The Custodian of the Client's account will debit the account for payment of all fees owed to NCA Financial Planners, Royal Alliance, Pershing, the selected Managers and any other brokers utilized by the Managers to conduct trading in the account. The Client will receive a bill showing the amount of each fee, the value of the assets on which the fee is based, and the specific manner in which the fee is calculated. The Client will also receive a quarterly statement indicating all amounts disbursed from the account, including the amount of the fees paid to each service provider from the account.</p> <p>In evaluating a wrap fee arrangement, a client should recognize that NCA Financial Planners does not negotiate brokerage commissions for the execution of transactions in a client's account. Transactions are effected "net" (that is, without commission) and a portion of the wrap fee is generally considered as being in lieu of commissions. When consistent with best execution, trades are to be executed with the broker-dealer participating in the wrap fee program. Depending upon the level of the wrap fee, the amount of portfolio activity in the Client's account, the value of custodial and other services provided under the Program, and other factors, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately.</p> <p>The services provided by Managers are under certain conditions available directly to investors from those Managers. The fees charged by Managers to Clients who contract directly for their services may be more or less than the combined fees charged by NCA Financial Planners and Royal Alliance for the Program. However, Clients using the services of Managers would not receive the assistance of NCA Financial Planners in developing an investment strategy, selecting Managers, monitoring performance of the account, and making changes as necessary in Managers.</p> <p>Each client signing an NCA Financial Planners Managed Assets Program Agreement will have a period of five (5) business days from the date of signing the Agreement to unconditionally rescind the Agreement and receive a full refund of all fees paid at signing. The Agreement may thereafter be terminated by NCA Financial Planners or the client upon thirty (30) days prior written notice. Upon termination of the Agreement, the client will receive a prorated refund of any unearned fees for the quarter.</p> <p>Portions of a Client's account may be invested in Funds, which may include money market funds as "sweep" vehicles for funds that are not invested at the end of a day's trading. Mutual funds and money market funds charge fees and expenses as described in each Fund's prospectus and will generally include a management fee, other fund expenses, and a possible distribution fee. These fees and expenses are in addition to the fees charged by NCA Financial Planners and Royal Alliance. Accordingly, the Client should review both the fees charged by any funds in which the client's assets are invested and the fees charged for the Program to fully understand the total amount of fees to be paid by the Client and to thereby evaluate the advisory services being provided.</p>	
Item 1.A.(7)	INCOME TAX PREPARATION Applicant provides clients with income tax advice and prepares individual income tax returns. The client pays a \$100 per hour fee for this service.  See response to Item 1.A.(3)	
Item 1.A.(9)	See response to Item 1.A.(3)	
Item 3.(I)	Real Estate Investment Trusts	

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

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SEC File Number:

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Item of Form (identify)	Answer
Item 4.(A).5	We review prospectuses, annual reports, obtain information from Royal Alliance Associates home office specialists and regional/national newspapers.
Item 5	Applicant requires a college education and/or experience and training in related areas as a minimum standard for its professional staff.
Item 6	<p>Kevin Howard Myeroff was born 11/23/60 and graduated from Ithaca College in 1983 where he majored in accounting. He joined the firm in January of 1986 after spending three years with an international accounting firm. Mr. Myeroff is a Certified Public Accountant, Certified Financial Planner and has been a Registered Representative of Royal Alliance Associates (previously Integrated Resources Equity Corp) since joining the firm. He has also been employed by Financial Planners of Cleveland dba NCA Financial Planners as an Investment Adviser Representative since 1989 and has been President of that entity since 1992. Mr. Myeroff has been employed since 1993 by WKYC, a Cleveland, Ohio television network, as "on air talent" in a non-investment related capacity and is also 100% owner of NCA Educational Services, Inc., a firm that has been providing non-investment related seminars to the public since 1986.</p> <p>Warren Samuel Wernick was born 11/16/61 and graduated from Ohio State University where he received his B.A. degree in Economics. Mr. Wernick began his investment career when he joined Financial Planners of Cleveland dba NCA Financial Planners in 1987. He has been Executive Vice President since 1989 and has been a Registered Representative of Royal Alliance Associates, Inc. (previously Integrated Resources Equity Corporation) and an Investment Adviser Representative of Financial Planners of Cleveland Inc. dba NCA Financial Planners since 1987.</p> <p>Carole Jean Weinberg was born 03/16/66 and received her Bachelor of Science degree in Accounting from the University of Akron in 1986. She began her career as a Certified Public Accountant in 1987 with a regional public accounting firm and joined Financial Planners of Cleveland dba NCA Financial Planners in 1993 where she became a Registered Representative of Royal Alliance Associates, Inc. She became an Investment Adviser Representative of Financial Planners of Cleveland Inc. dba NCA Financial Planners in 1994 and has been Vice President of the firm since 1998.</p> <p>Dennis Patrick Lehman was born 10/14/67 and graduated from Kent State University where he received a B.B.A. degree in Finance. Mr. Lehman is a Certified Financial Planner and Chartered Mutual Fund Counselor. He joined Financial Planners of Cleveland dba NCA Financial Planners in 1991 and has been a Vice President of the firm since 1998. He has also been a Registered Representative of Royal Alliance Associates, Inc. and an Investment Adviser Representative of Financial Planners of Cleveland Inc. dba NCA Financial Planners since 1991.</p> <p>Kelly Jean Russell was born 10/11/67 and graduated in 1990 from John Carroll University where she received a B.B.A. degree in Accounting. Ms. Russell is a Certified Public Accountant. She joined Financial Planners of Cleveland dba NCA Financial Planners in 1999 and has been a Vice President since 2003. She has been a Registered Representative of Royal Alliance Associates, Inc. and an Investment Adviser Representative of Financial Planners of Cleveland Inc. dba NCA Financial Planners since 1999.</p> <p>Michael Martin Wasylyshyn was born 4/9/58 and graduated in 1981 from Baldwin-Wallace College where he received a B.A. degree in Economics and Business Administration. Mr. Wasylyshyn is a Certified Fund Specialist and a Registered Representative of Royal Alliance Associates. In 1981 he joined Financial Planners of Cleveland dba NCA Financial Planners where he is an Investment</p>

**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>Financial Planners of Cleveland, Inc. dba NCA Financial Planners</b>	SEC File Number: <b>801- 67059</b>	Date: <b>05/07/09</b>
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	<p>Adviser Representative. He is also Vice President of NCA Educational Services, Inc., a firm that has been providing non-investment related seminars to the public since 1986.</p> <p>David Francis Kurtz was born 4/12/61 and graduated in 1983 from Baldwin-Wallace College where he received a B.A. degree in Accounting. Mr. Kurtz is a Certified Public Accountant who was previously a partner of an international accounting firm. He joined Financial Planners of Cleveland dba NCA Financial Planners in 2003 and has been an Investment Adviser Representative of the firm and a Registered Representative of Royal Alliance Associates since that time.</p>	
Item 7.(A).	<p>Applicant is not, but principals and associated persons are Registered Representatives of Royal Alliance Associates, Inc. and insurance agents and brokers of various insurance companies and are in the business of selling both types of products. Sale of these products amounts to 42% of their time.</p> <p>Various employees of Applicant teach educational seminars for a related company, NCA Educational Services, Inc., whose sole purpose is to conduct non-investment, related seminars. The seminars are held for the general public through local community adult education programs. Materials for these seminars are provided by Emerald Publications. This amounts to approximately 10% of their time.</p>	
Item 7.(B).	See response to Item 7.(A).	
Item 8.(C).9	Associated persons of the applicant are licensed insurance agents of various insurance companies. In such capacities, associated persons of the applicant may receive the normal commissions and/or other compensation.	
Item 9.(E).	<p>Occasionally, Investment Adviser Representatives of Financial Planners of Cleveland, Inc. purchase securities for their own personal accounts that they also recommend to clients. All IARs are required to hold their personal assets at Royal Alliance Associates so that their trading activity can be properly supervised to ensure compliance with the Firm's Code of Ethics and that IAR trades are not being entered prior to Client trades.</p> <p>The Firm has adopted Royal Alliance Associates' formal, written Code of Ethics which must be read and re-certified by all employees annually. A copy of that certification is maintained with the books and records of the Firm. The Code of Ethics sets forth standards for business conduct, compliance with federal securities laws, personal securities reporting, pre-approval for certain transactions, reporting of code violations, and safeguarding of material nonpublic information regarding client information and transactions. A copy of the Code of Ethics will be furnished upon request.</p>	
Item 11.(A).	<p>Financial Planning clients receive an initial report which may be reviewed if there is a change in the client's situation.</p> <p>Clients that receive Financial Advisory Services are reviewed at least annually, but may be reviewed more frequently if the market moves radically in a specific asset class.</p> <p>Financial plans are prepared for clients who have retained NCA Financial Planners' services for this purpose. Upon completion of the plan, one of the Applicant's Advisory Representatives will meet with the Client to review the plan and answer any questions that the Client may have about the contents of the plan. There are no different levels of review. After this consultation, there are no</p>	

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	<p>further reviews unless the client requests additional meetings.</p> <p>Each account is reviewed by the Advisory Representative in charge of that account. NCA Financial Planners' Advisory Representatives perform face to face reviews of the Client's portfolio on no less than an annual basis, reviewing the account for asset allocation based on the Client's individual goals and objectives, and checking sector and style box weighting. The Advisory Representatives are required by the Applicant to take various continuing education courses to help them in the reviewing process. Each Advisory Representative has been assigned approximately 175 accounts to review.</p>	
Item 11.(B).	Reviews are presented by Advisory Representatives to clients as frequently as quarterly but not less than annually depending on client preference. These Advisory Representatives have received hands-on training by Certified Financial Planners, Certified Public Accountants, and other experienced staff. Advisory Representatives each have approximately 125 clients who receive reviews.	
Item 12.(A1).	There are no limitations on discretionary authority given by clients to Financial Planners of Cleveland.	
Item 12.(A2).	See response to Item 12.(A1).	
Item 12.(B).	Associated persons of Applicant are Registered Representatives of Royal Alliance Associates and may suggest that clients execute transactions through Royal. If clients freely choose to execute transactions through Royal, these associated persons may receive normal commissions and/or other compensation.	
Item 13.(A).	<p>Through the supervision of Royal, an associated person of the Applicant may act as a solicitor and refer clients to third party money managers. Full disclosure will be provided at the time of solicitation pursuant to Rule 206(4)-3 of the Investment Advisers Act of 1940. In a Registered Representative capacity, they could receive 12b-1 fees as a result of placing clients with mutual funds. Full disclosure will be made prior to such a sale.</p> <p>Applicant may receive benefits such as assistance with conferences, educational meetings, and Client Appreciation Events by product sponsors assisting with the costs of such events.</p>	

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