

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

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Name of Investment Adviser:

Economic Concepts Advisory Services, Inc.

Address: (Number and Street)

(City)

(State)

(Zip Code)

Area Code: Telephone Number:

Annandale Square 67 Beaver Ave**Annandale****NJ****08801****(908) 735-4000**

**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:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801-28493

Date:

11/29/10

Definitions for Part II

Related person - Any officer, director or partner of applicant or any person directly or indirectly controlling, controlled by, or under common control with the applicant, including any non-clerical, non-ministerial employee.

Investment Supervisory Services - Giving continuous investment advice to a client (or making investments for the client) based on the individual needs of the client. Individual needs include, for example, the nature of other client assets and the client's personal and family obligations.

1. 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 | 95% |
| <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 | 5% |
| <input type="checkbox"/> | (8) | Provides a timing service | % |
| <input type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above | % |

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

B. Does the applicant call any of the services it checked above financial planning or some similar term?

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

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

- | | |
|--|---|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input checked="" 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 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:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801- **28493**

Date:

3/16/99**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

- | | |
|--|---|
| <input type="checkbox"/> A. Equity Securities | <input type="checkbox"/> H. United States government securities |
| <input type="checkbox"/> (1) exchange-listed securities | |
| <input type="checkbox"/> (2) securities traded over-the-counter | <input type="checkbox"/> I. Options contracts on: |
| <input type="checkbox"/> (3) foreign issues | <input type="checkbox"/> (1) securities |
| | <input type="checkbox"/> (2) commodities |
| <input type="checkbox"/> B. Warrants | |
| <input type="checkbox"/> C. Corporate debt securities | <input type="checkbox"/> J. Futures contracts on: |
| (other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| | <input type="checkbox"/> (2) intangibles |
| <input type="checkbox"/> D. Commercial paper | |
| <input type="checkbox"/> E. Certificates of deposit | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (1) real estate |
| | <input type="checkbox"/> (2) oil and gas interests |
| <input checked="" type="checkbox"/> G. Investment company securities | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (1) variable life insurance | <input 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 type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input 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 type="checkbox"/> Timing services |
| (2) <input type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | Securities and Exchange Commission |
| (4) <input checked="" type="checkbox"/> Corporate rating services | (7) <input type="checkbox"/> Company press releases |
| | (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 | (5) <input type="checkbox"/> Margin transactions |
| (securities held at least a year) | |
| (2) <input checked="" type="checkbox"/> Short term purchases | (6) <input type="checkbox"/> Option writing, including covered options, |
| (securities sold within a year) | uncovered options or spreading strategies |
| (3) <input type="checkbox"/> Trading (securities sold within 30 days) | |
| (4) <input type="checkbox"/> Short sales | (7) <input type="checkbox"/> Other (explain on Schedule F) |

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

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Applicant:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801-28493

Date:

3/16/99**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 checked="" type="checkbox"/> (1) broker-dealer | <input type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input checked="" type="checkbox"/> (3) other investment adviser | <input 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.)

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

FORM ADV

Part II - Page 5

Applicant:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801- 28493

Date:

2/14/06

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



(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.

Since financial planning services terminate upon completion and presentation of the financial planning document (unless the client contracts for additional services offered through the applicant and/or its associated persons) no on-going reviews are performed. Applicant recommends that clients have their financial situation reviewed at least annually. Clients requesting additional reviews may be charged additional fees and may be required to execute a new client agreement.

Clients contracting for financial planning services on an annual retainer basis will have their accounts reviewed at least annually with the calendar being the triggering factor, unless changes in the client's financial situation or market conditions trigger a more frequent review.

Asset managed accounts will be reviewed at least monthly with the calendar being the triggering factor, unless changes in the client's financial situation or market conditions trigger a more frequent review.

The investment advisor representatives share the responsibilities for client reviews. Brian Fischer is responsible for approximately 60% and Scott Cooper is responsible for approximately 40% of all reviews.

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

All clients contracting for any form of on-going services through applicant will receive position reports at least annually. However, additional reports may be prepared upon client request and/or at the discretion of applicant.

Clients participating in the FAP and/or LifeGuide Program may receive quarterly, monthly or on-demand reports showing the investment performance of their accounts from Securities America Advisors, Inc. (SAA) or applicant.

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

Applicant:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801-28493

Date:

3/16/99

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: Economic Concepts Advisory Services, Inc.	SEC File Number: 801-28493	Date: 11/29/10
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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: Economic Concepts Advisory Services, Inc.	IRS Empl. Ident. No.: 22-2659211
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Item of Form (identify)	Answer
Part II-Page 2 #1(A)	<p>Economic Concepts Advisory Services, Inc. (the applicant) is an investment advisor registered with the SEC. The applicant offers advice to clients in the form of financial planning services, asset management services and referrals to third party money managers. These services are described in more detail below. Fees for advisory services will be disclosed to clients prior to any services being provided. The applicant will not require payment of more than \$500 in fees more than six months in advance. In addition, fees charged will never be based on the capital gains or the capital appreciation of any client's account.</p> <p>The applicant's investment advisor representatives (IARs) are also licensed as registered representatives with Securities America, Inc. (SAI), a full service broker/dealer and member FINRA/SIPC. They may also be independently licensed as insurance agents with various insurance companies.</p> <p style="text-align: center;">FINANCIAL PLANNING</p> <p>The applicant provides financial planning services to clients in the form of comprehensive and segmented financial planning. Financial planning services may focus on areas such as (but not be limited to): estate planning, retirement planning, business succession planning, charitable planning and investment planning. The applicant's associated persons will meet with the client to review the client's overall financial situation. The associated persons will then assist the client in determining the extent of financial planning services needed and desired by the client. The associated persons will then prepare and present a written plan for the client.</p> <p>The standard fees for financial planning services range from \$750 to \$15,000. Fees are negotiated with each client depending upon the complexity of the client's financial situation and the services being provided to the client. Fees will be determined and disclosed to the client prior to services being provided. A retainer fee of up to 50% of the financial planning fee may be charged to the client prior to the applicant's associated persons beginning the initial draft of the financial planning document with the remainder due upon completion and presentation of the plan. The applicant guarantees the client's satisfaction. If the client is not satisfied with the financial planning document at the time the financial plan is presented to the client, the applicant will rewrite the document to the client's satisfaction. If the financial planning document cannot be rewritten to the client's satisfaction, the client may return the plan document for a full refund of all fees paid in advance.</p> <p>In limited circumstances, the applicant's associated persons may provide consultation services for an hourly fee. The hourly fee will be up to \$350 depending upon the complexity of the consultation services being provided. Consultation fees are due and payable upon completion of the consultation services.</p> <p>Upon completion and presentation of the financial plan, the client may choose to implement the advice of the applicant's associated persons either through one or more of the additional programs offered through the applicant (as described in this document) and/or through the applicant's associated persons in their separate capacities as registered representatives and/or independent insurance agents. When acting in these separate capacities, the associated persons may receive commissions for implementing transactions. Commissions and/or additional fees earned by the associated persons are in addition to the initial fees earned by the associated persons for financial planning services. Clients are at all times free to implement the advice of the applicant's associated</p>

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

**Schedule F of
Form ADV**

Applicant:
**Economic Concepts Advisory
Services, Inc.**

SEC File Number:
801-28493

Date:
11/29/10

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: Economic Concepts Advisory Services, Inc.		IRS Empl. Ident. No.: 22-2659211
Item of Form (identify)	Answer	
Part II-Page 2 #1(A) (Cont.)	<p>persons through any broker/dealer and/or investment advisor that the client so chooses. The client is not obligated in any manner to implement the advice of the applicant through the applicant's associated persons.</p> <p>Upon completion of the initial financial planning document, the client may choose to contract with the applicant for financial planning services on an annual retainer basis for a fixed fee. The standard fee schedule for retainer services may range from \$250 to \$5,000 depending upon the complexity of the client's financial situation and the services being provided. Fees will be billed either quarterly, semi-annually or annually, and will be billed directly to the client with payment due and payable upon receipt of notice, or fees will automatically be deducted from the client's account established with an outside custodian. At no time will the applicant and/or its associated persons maintain custody of client funds and/or securities and/or have direct access to a client's funds and/or securities. Clients will be required to provide the custodian with written authorization to have fees automatically deducted from the account by the account custodian and paid to the applicant and/or its associated persons. Fees will be billed in advance. At no time will the applicant collect \$500 or more, more than six months in advance. The manner and frequency in which fees will be due and payable will be determined in advance and disclosed in the client agreement prior to services being provided.</p> <p>Either party may terminate services at any time by notifying all appropriate parties. 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 (no fees due and/or a complete refund of any fees paid in advance). After the initial five business days, the client may be responsible for payment of fees for the time and effort expended by the applicant's associated persons prior to receipt of notice of termination. Any fees paid in advance will be refunded on a prorated basis based upon the time and effort expended prior to receipt of notice of termination.</p> <p style="text-align: center;">ASSET MANAGEMENT</p> <p>The applicant may also provide asset management services to clients in addition to financial planning services. The applicant's associated persons will assist the client in the establishment of an account and/or accounts through outside custodians who will maintain all assets on behalf of the client. The applicant's associated persons will continually monitor and give the client advice on the account(s) based on the individual needs of the client. Upon receiving prior approval from the client, the applicant's associated persons may implement transactions in the account(s) through the outside custodian on behalf of the client. All transactions are implemented by the associated persons in their separate capacities as registered representatives and/or independent insurance agents.</p> <p>The applicant charges an annual management fee of up to 1% for these services. Fees will be negotiated with each client prior to services being provided based upon the complexity of the client's financial situation and the services being provided. Fees will be payable either quarterly, semi-annually or annually and will be billed directly to the client with fees due and payable upon receipt of notice and/or will be automatically deducted from the client account established with an outside custodian. At no time will the applicant and/or its associated persons maintain custody of client funds and/or securities and/or have direct access to a client's funds and/or securities. Clients will be required to provide the custodian with written authorization to have fees automatically deducted from the account by the account custodian and paid to the applicant and/or its associated</p>	

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

**Schedule F of
Form ADV**

Applicant: Economic Concepts Advisory Services, Inc.	SEC File Number: 801-28493	Date: 11/29/10
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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: Economic Concepts Advisory Services, Inc.		IRS Empl. Ident. No.: 22-2659211
Item of Form (identify)	Answer	
Part II-Page 2 #1(A) (Cont.)	<p>persons. Fees will be billed in advance. At no time will applicant collect \$500 or more, more than six months in advance. The manner and frequency in which fees will be due and payable will be determined in advance and disclosed in the client agreement prior to services being provided.</p> <p>Management fees will be paid in advance at the beginning of each period based on the value of assets under management at the end of the previous period. If fees are automatically deducted from the client account by the account custodian, the applicant will send the client a fee notification prior to fees being deducted from the account. The fee notification will show the manner in which fees were calculated, any adjustment to the fee, an explanation of any adjustment and the net fee to be deducted later in the period. If the account is opened mid-period, the client will be charged a prorated fee based on the number of days remaining in that period.</p> <p>Either party may terminate services at any time by notifying all appropriate parties. 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 (no fees due and/or a complete refund of any fees paid in advance). After the initial five business days, the client may be responsible for payment of fees based on the number of days of services provided by the applicant's associated persons prior to receipt of notice of termination. Any fees paid in advance will be refunded on a prorated basis based upon the number of days of services provided prior to receipt of notice of termination.</p> <p>The applicant's associated persons, in their capacities as Securities America, Inc. (SAI) registered representatives, may retain a portion of the mutual fund sales loads and 12(b)-1 fees and variable annuity commissions. Management fees charged in the account are separate and distinct from the fees and expenses charged by mutual funds and variable annuities which may be recommended to clients. A description of these fees and expenses is available in each fund and annuity's prospectus.</p> <p><i>Financial Advisors Program and LifeGuide Program</i></p> <p>The applicant provides investment management services, including giving continuous advice to a client based on the individual needs of the client, 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 will assist 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 its investment advisor representative (IAR) act as custodian of the Account or have direct access to the client's funds and/or securities.</p> <p>The annual management fee charged for this service will be negotiated with each client, with 3% being the maximum management fee that may be charged to clients, unless the Account only has mutual funds and then the maximum will be 2.25%. SAA retains up to 20 basis points (0.20%) of the annual management fee for FAP accounts and up to 15% of the annual management fee for</p>	

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

**Schedule F of
Form ADV**

Applicant: Economic Concepts Advisory Services, Inc.	SEC File Number: 801-28493	Date: 11/29/10
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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: Economic Concepts Advisory Services, Inc.		IRS Empl. Ident. No.: 22-2659211
Item of Form (identify)	Answer	
	<p>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>GENERAL FEE DISCLOSURE INFORMATION</p> <p>The fees charged may be higher or lower than the cost of similar services offered through other registered investment advisors. At no time will fees of more than \$500 be charged more than six months in advance. Fees for investment supervisory services may be more than the cost of purchasing the same services separately. Clients may be able to obtain similar services for a lesser fee from other advisors. The fees charged vary among investment supervisory services. The amount of compensation the applicant may receive in a particular program may be more than would be received if the client participated in other SAA programs or paid separately for investment advice, brokerage and other services. These circumstances may result in the applicant having a financial incentive to recommend one Investment Supervisory Service program. The factors to be considered by clients in determining the reasonableness of the fees charged include, but may not be limited to, the following:</p> <ol style="list-style-type: none"> 1. The fee charged for development of an asset allocation study and/or development of an investment strategy. 2. Transaction and custody costs or other miscellaneous fees and taxes and/or charges, as well as commissions or mark ups and mark downs, on the purchase and/or sale of securities. 3. The cost of producing a quarterly performance report covering the managed assets. 4. The value of the consulting service provided by the applicant in designing and monitoring the client's managed assets. 5. The cost of investment advice provided by SAA, the applicant. 6. The cost of the additional administrative, marketing, asset management, and other support services that may be provided by SAA and (when applicable) any sub-advisors used in the management of a program account. <p>The applicant requires persons providing investment advice to clients on behalf of applicant to have a college degree, three years experience in financial services and have obtained their Certified Financial Planner[™] (CFP[®]) designation.</p> <p>Scott E. Cooper—Born 1963. After graduating from high school, Scott attended Albright College where he obtained his BS in Accounting. He has been an insurance agent with Economic Concepts, Inc. since 11/90. He has been a vice president and investment advisor representative of Economic Concepts Advisory Services, Inc. since 11/90. Scott has been a registered representative of Securities America, Inc. since 12/98. Prior to this, he was a registered representative with Royal Alliance Associates, Inc. from 1/97 until 12/98; with Keogler, Morgan & Company, Inc. from 9/93 until 1/97; and with United Planners' Financial Services of America from 5/90 until 9/93.</p> <p>Brian D. Fischer—Born 1960. Upon completion of high school, Brian attended Pace University and obtained his BBA in Finance and Economics. Brian has been an insurance agent with</p>	
Part II-Page 4 #5		
Part II-Page 4 #6		

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

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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.)

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Part II-Page 4 #6 (continued)	<p>Economic Concepts, Inc. since 3/84. He was a vice president with Economic Concepts Advisory Services, Inc. from 9/85 through 10/01, when he became president. He has been an investment advisor representative with Economic Concepts Advisory Services, Inc. since 9/85. Brian has been a registered representative with Securities America, Inc. since 3/99; with Keogler, Morgan & Company, Inc. from 9/93 until 1/97; and with United Planners' Financial Services of America from 1/89 until 9/93.</p>	
Part II-Page 5 #9	<p>In their separate capacities as registered representatives, the applicant associated persons sell securities to any client for commissions. This could present a potential conflict of interest if the client elects to implement the associated persons' recommendations and also selects them to execute those transactions. In this case, the associated persons could receive both fees as advisor representatives and commissions as registered representatives. As registered representatives, they could also receive compensation from mutual fund sales loads, 12(b)-1 distribution fees, variable annuity sales commissions or trail commissions. The 12(b)-1 distribution fees, sales charges and other fee arrangements will be disclosed upon the client's request and are typically described in the applicable fund and/or annuity prospectus. Any fees or other compensation received by the associated persons in their separate capacities as registered representatives will be received to the extent permitted by applicable law.</p> <p>Because of these compensation arrangements, a conflict of interest could exist in connection with the associated persons recommending particular investments for a client's account. Clients have sole discretion whether to implement any or all of the associated persons' recommendations. In addition, clients are free to select any broker/dealer they wish to implement recommendations.</p> <p><u>Trade Errors</u></p> <p>If a client chooses to implement transactions through the applicant associated persons, steps are taken to supervise trades and to prevent trade errors. The associated persons will implement trades in their separate capacities as registered representatives of SAI. SAI has execution and clearing arrangements with Fidelity Capital Markets (FCM), a division of National Financial Services, LLC (NFS).</p> <p>FCM will be contacted immediately about any trade error except those in mutual fund trades. SAI's Trade Department will be contacted to report and correct any error in a mutual fund trade. Trading errors are usually corrected after the trade settles and may take five to seven business days to finalize.</p> <p>If SAI, FCM, the applicant or other associated persons are responsible for making a trade error in the clients account the error will be corrected and the clients account will be restored to where it would have been had the trade error not occurred. Any profit from the trade correction will be retained by SAI or FCM. Neither the client nor the associated person will retain the profit from a trade correction.</p> <p><u>Agency Cross Transactions</u></p> <p>the applicant's associated persons are prohibited from engaging in agency cross transactions, meaning they cannot act as brokers for both the sale and purchase of a single security between two different clients and cannot receive compensation in the form of an agency cross commission or</p>	

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Part II-Page 5 #9 (continued)	<p>principal mark-up for the trades.</p> <p>The applicant and its associated persons may buy or sell securities for their own accounts that are recommended to clients. They may also recommend the purchase or sale of different securities for different clients at different times. This could result in contrary advice being given or action taken on behalf of clients and in the personal accounts of the applicant and its associated persons.</p> <p><u>Insider Trading Policy</u></p> <p>The applicant is and shall continue to be in compliance with <i>The Insider Trading and Securities Fraud Enforcement Act of 1988</i>. To prevent conflicts of interest, the applicant has developed policies and procedures that include personal investment and trading policies for its associated persons, employees and their immediate family members:</p> <ul style="list-style-type: none"> • Associated persons will not prefer their own interests to that of the client • Associated persons will not purchase or sell any security for their personal accounts prior to implementing transactions for client accounts • Associated persons will not buy or sell securities for their personal accounts when those decision are based on information obtained as a result of their employment, unless that information is also available to the investment public upon reasonable inquiry • Associated persons are prohibited from purchasing or selling securities of companies in which any client is deemed an “insider” • Associated persons are discouraged from frequent personal trading • Associated persons are generally prohibited from serving as board members of publicly-traded companies unless an exception has been granted by the applicant principal officer and/or Chief Compliance Officer <p>To the extent an associated person or the applicant maintains an outside account, the associated person must make arrangements to send quarterly statements to the Registered Investment Advisor (RIA) complete an annual certification concerning their personal securities activities and provide additional information about personal trading activities as may be required under the Insider Trading Policy and Code of Ethics. Any associated persons not observing the applicant policies may be subject to sanctions up to and including termination.</p> <p><u>Code of Ethics Summary</u></p> <p>According to the <i>Investment Advisers Act of 1940</i>, an investment advisor is considered a fiduciary and has a fiduciary duty to clients. The applicant has established a Code of Ethics to comply with the requirements of Section 204(A)-1 of the <i>Investment Advisers Act of 1940</i> that reflects fiduciary obligations and those of its supervised persons and requires compliance with federal securities laws. The applicant’s Code of Ethics covers all individuals that are classified as “supervised persons”. All employees, officers, directors and investment advisor representatives are classified as supervised persons. The applicant requires its supervised persons to consistently act in their clients best interests in all advisory activities. The applicant imposes certain requirements on its affiliates and supervised persons to ensure that they meet the firm’s fiduciary responsibilities to their clients. The standard of conduct required is higher than ordinarily required and encountered in commercial business.</p>	

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Part II-Page 4 #9E (continued)	This section is only intended to provide current and potential clients with a description of the applicant Code of Ethics. If current or potential clients wish to review the Code of Ethics in its entirety, clients requesting a copy in writing will be provided a copy promptly.	
Part II-Page 5 #10	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.	
Part II-Page 6 #12A	Upon receiving written authorization from the client, the applicant may manage client's assets on a limited discretionary basis. When it does, discretionary authority is limited in that the applicant will not have the authority to withdraw 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.	
Part II-Page 6 #12B	<p>The applicant's associated persons are registered representatives of SAI, a full service broker/dealer, member FINRA/SIPC. When placing securities transactions through SAI in their capacity as registered representatives, they may earn sales commissions.</p> <p>Clients wishing to implement the advice of the applicant's associated persons are free to select any broker they wish and are so informed. If the clients wish to have the associated persons implement the advice in their capacity as registered representatives, their broker/dealer, SAI, will be used. SAI has a wide range of approved securities products for which SAI performs due diligence in selecting. The registered representatives are required to adhere to these products when implementing securities transactions through SAI. 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> <p><u>Best Execution</u></p> <p>Although the applicant does not allow directed brokerage, it must still use reasonable diligence to make certain that best execution is obtained for clients when implementing any transactions. Best execution does not necessarily mean that clients receive the lowest possible commission costs but that the qualitative execution is best. In other words, all conditions surrounding the transaction execution is in the best interests of clients. Associated persons will look at a number of factors besides prices and rates including, but not limited to:</p> <ul style="list-style-type: none"> • Execution capabilities (e.g., market expertise, ease/reliability/timeliness of execution, responsiveness, integration with existing systems of the applicant, ease of monitoring investments) • Products and services offered (e.g. investment programs, back office services, technology, regulatory compliance assistance, research and analytic services) • Financial strength, stability and responsibility • Reputation and integrity • Ability to maintain confidentiality <p>The applicant will exercise reasonable due diligence to make certain that best execution is obtained for all clients when implementing any client transaction by considering the back office services,</p>	
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Item of Form (identify)	Answer
Part II-Page 6 #12B (continued)	<p>technology and pricing of services offered.</p> <p>The applicant will perform periodic reviews to determine that the relationship with SAI, FCM and NFS is still in the best interests of its clients.</p> <p><u>Soft Dollar</u></p> <p>Investment advisors may direct portfolio brokerage commissions to a particular broker/dealer in return for services and research used in making investment decisions in client accounts. The commissions used to acquire these services and research is known as “soft dollars.” Section 28(e) of the <i>Securities Exchange Act of 1934</i> provides a “safe harbor” that allows an investment advisor to pay more than the lowest available commission for brokerage and research services if it determines in good faith that the commission paid was reasonable in relation to the brokerage and research services provided.</p> <p>Although the applicant doesn’t allow directed brokerage, it may still receive products and services from SAI, Securities America Advisors, Inc. (an affiliated investment advisor of SAI), or other program sponsors and product issuers. These products and services may be used for both research and non-research purposes and allows the applicant to supplement, at no cost, its own research and analysis activities. These products and services can include, but are not limited to:</p> <ul style="list-style-type: none"> • Reports, publications and data on matters such as the economy, industries, sectors and individual companies or issuers, statistical information, account and law interpretations, political analyses, legal developments affecting portfolio securities, technical market actions, credit analyses, risk management and analyses of corporate responsibility issues • On-line news services and financial and market database services • Information management systems integrating quotation and trading, performance management, accounting, recordkeeping and document retrieval and other administrative matters • Meetings, seminars, workshops and conferences with representatives of issuers, program sponsors and/or other analysts and specialists <p>Research obtained with soft dollars is not necessarily utilized for the specific account that generated the soft dollars. The applicant does not attempt to allocate the relative costs or benefits of research among clients because it believes that, in the aggregate, the research it receives benefits all clients and assists the applicant in fulfilling its overall duty to clients.</p> <p>These arrangements may be deemed to create a conflict of interest to the extent that the applicant would have to pay for some or all of the research and/or services with “hard dollars” if it were unable to obtain the research and services in exchange for commissions in connection with client transactions. Client trades will always be implemented based on the goals and objectives of the client and not on any research, products or other incentives available.</p>
Part II-Page 6 #13A	<p>The applicant’s associated persons sell securities and insurance products, in their separate capacities as registered representatives and independent insurance agents, for sales commissions. They may also receive 12(b)-1 fees from some investment companies.</p> <p>The applicant from time to time may receive expense reimbursement for travel and/or marketing</p>

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Part II-Page 6 #13B	<p>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> <p>The applicant or SAA may invest a portion of client's assets in mutual funds, variable annuities or Exchange Traded Funds (ETFs) and charges an investment management fee on client's assets invested in these securities. Therefore, clients may pay two levels of fees for the management of their assets, one directly to the applicant or SAA and one indirectly to the managers of the mutual funds or variable annuities held in their portfolios.</p> <p>The applicant will make a financial contribution to a charity of the client's choice when the client refers a client to the applicant and the referred client becomes an investment advisory client.</p> <p style="text-align: center;">OTHER BUSINESS ACTIVITIES AND FINANCIAL INDUSTRY AFFILIATIONS</p> <p>The applicant's associated persons are engaged in professions other than giving investment advice. They sell securities and insurance products to any client for commissions. Approximately 50% of their workweek is spent on these activities.</p> <p>The applicant may have relationships with non-affiliated investment advisors. The applicant may use the services of SAA, a registered investment advisor, through FAP and/or LifeGuide when managing assets and, when doing so, SAA will receive a portion of the fees.</p> <p style="text-align: center;">PROXY VOTING</p> <p>Neither the applicant nor its associated persons conduct proxy voting services on behalf of the client. Proxy voting materials will be sent directly to the client. The client is responsible for voting all proxies. However, if the client has questions regarding proxy voting materials relating to mutual funds the applicant and its associated persons will provide limited advice.</p> <p style="text-align: center;">CUSTOMER PRIVACY NOTICE</p> <p>The applicant is committed to safeguarding the confidential information of its clients. The applicant holds all personal information provided to it in the strictest confidence. Investment advisor representatives of the firm may also be registered representatives of SAI, a registered broker/dealer that is not affiliated with the applicant. The firm may also have relationships with other nonaffiliated investment advisors, such as SAA, an affiliate of SAI, insurance companies, trust companies, custodians and other financial institution entities. Except as required or permitted by law, the applicant does not share client confidential information with nonaffiliated third parties. In the unlikely event there were to be a change in this fundamental policy that would permit additional disclosures of client confidential information, the applicant will provide written notice to the client and the client will be given an opportunity to direct the applicant as to whether such disclosure is permissible.</p>	

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	<p align="center">AN IMPORTANT NOTICE CONCERNING CLIENTS' PRIVACY</p> <p>CUSTOMER INFORMATION COLLECTED. The applicant collects and develops personal information about clients, and some of that information is nonpublic personal information (Customer Information). The essential purpose for collecting Customer Information is to provide and service the financial products and services the client obtains from the applicant. The categories of Customer Information collected depend upon the scope of the engagement with the applicant and are generally described below. As an investment advisor, the applicant collects and develops Customer Information in order to provide investment advisory services. Customer Information collected includes:</p> <ul style="list-style-type: none"> • Information received from the client on financial inventories through consultation with the applicant's investment advisor representatives. Customer Information may include personal and household information such as income, spending habits, investment objectives, financial goals, statements of account and other records concerning the client's financial condition and assets, together with information concerning employee benefits and retirement plan interests, wills, trusts, mortgages and tax returns. • Information developed as part of financial plans, analyses or investment advisory services. • Information concerning investment advisory account transactions, such as wrap account transactions. • Information about the client's financial products and services transactions with the applicant. <p>DATA SECURITY. The applicant restricts access to Customer Information to those investment advisor representatives and employees who need the information to perform their job responsibilities within the firm. The applicant maintains agreements, as well as physical, electronic and procedural securities measures that comply with federal regulations to safeguard Customer Information about the client.</p> <p>USE AND DISCLOSURE OF CUSTOMER INFORMATION TO PROVIDE CUSTOMER SERVICE FOR ACCOUNTS. To administer, manage and service client accounts, process transactions and provide related services for client accounts, it is necessary for the applicant to provide access to Customer Information within the firm and to nonaffiliated companies such as SAI, SAA, other investment advisors, other broker/dealers, trust companies, custodians and insurance companies. The applicant may also provide Customer Information outside of the firm as permitted by law, such as to government entities, consumer reporting agencies or other third parties in response to subpoenas.</p> <p>FORMER CLIENTS. If a client closes an account with Economic Concepts Advisory Services, Inc., the firm will continue to operate in accordance with the principles stated in the Notice.</p> <p>REQUIREMENTS OF FEDERAL LAW. In November of 1999, Congress enacted the <i>Gramm-Leach-Bliley Act</i> (GLBA). The GLBA requires certain financial institutions, including broker-dealers and investment advisors, to protect the privacy of Customer Information. To the extent a financial institution discloses Customer Information to nonaffiliated third parties, other than as permitted or required by law, clients must be given the opportunity and means to opt out (or prevent) such disclosure. Please note that Economic Concepts Advisory Services, Inc. does not</p>	

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	disclose Customer Information to nonaffiliated third parties except as permitted or required by law (e. g., disclosures to service client accounts or to respond to subpoenas).	

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