

Uniform Application for Investment Adviser Registration

OMB APPROVAL

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Name of Investment Adviser:
Premier Financial Planning, Inc.

Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code	Telephone Number
711 Executive Drive	Princeton	NJ	08540	(609)	924-2424

**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 governmental authority.**

Table of Contents

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

(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

**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.**

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 | <u>40</u> | % |
| <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 | <u>20</u> | % |
| <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 | <u>40</u> | % |
| <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 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 checked="" type="checkbox"/> | (6) | Other |

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date

2. Types of Clients — Applicant generally provides investment advice to: (check those that apply)

- | | | | | | |
|-------------------------------------|----|----------------------------------|-------------------------------------|----|---|
| <input checked="" type="checkbox"/> | A. | Individuals | <input checked="" type="checkbox"/> | E. | Trusts, estates, or charitable organizations |
| <input type="checkbox"/> | B. | Banks or thrift institutions | <input checked="" type="checkbox"/> | F. | Corporations or business entities other than those listed above |
| <input type="checkbox"/> | C. | Investment companies | <input type="checkbox"/> | G. | Other (describe on Schedule F) |
| <input type="checkbox"/> | D. | Pension and profit sharing plans | | | |

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

FORM ADV
Part II - Page 3

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
63288
801-

Date:
03/29/2010

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

- A. Equity securities
- ☒ (1) exchange-listed securities
- ☒ (2) securities traded over-the-counter
- ☒ (3) foreign issuers
- ☒ B. Warrants
- ☒ C. Corporate debt securities (other than commercial paper)
- ☒ D. Commercial paper
- ☒ E. Certificates of deposit
- ☒ F. Municipal securities
- G. Investment company securities:
- ☒ (1) variable life insurance
- ☒ (2) variable annuities
- ☒ (3) mutual fund shares
- ☒ H. United States government securities
- I. Options contracts on:
- ☐ (1) securities
- ☐ (2) commodities
- J. Futures contracts on:
- ☐ (1) tangibles
- ☐ (2) intangibles
- K. Interests in partnerships investing in:
- ☒ (1) real estate
- ☒ (2) oil and gas interests
- ☐ (3) other (explain on Schedule F)
- ☒ L. Other (explain on Schedule F)

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

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

- (1) ☐ Charting
- (2) ☒ Fundamental
- (3) ☒ Technical
- (4) ☐ Cyclical
- (5) ☐ Other (explain on Schedule F)

B. The main sources of information applicant uses include: (check those that apply)

- (1) ☒ Financial newspapers and magazines
- (2) ☐ Inspections of corporate activities
- (3) ☒ Research materials prepared by others
- (4) ☒ Corporate rating services
- (5) ☐ Timing services
- (6) ☒ Annual reports, prospectuses, filings with the Securities and Exchange Commission
- (7) ☐ Company press releases
- (8) ☒ Other (explain on Schedule F)

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- (1) ☒ Long term purchases
(securities held at least a year)
- (2) ☒ Short term purchases
(securities sold within a year)
- (3) ☒ Trading (securities sold within 30 days)
- (4) ☐ Short sales
- (5) ☐ Margin transactions
- (6) ☐ Option writing, including covered options, uncovered options, or spreading strategies
- (7) ☒ Other (explain on Schedule F)

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

5. Education and Business Standards.

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients? Yes ☒ No ☐

(If yes, describe these standards on Schedule F.)

6. Education and Business Background.

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- name
- formal education after high school
- year of birth
- business background for the preceding five years

7. Other Business Activities. (check those that apply)

- ☒ A. Applicant is actively engaged in a business other than giving investment advice.
- ☐ B. Applicant sells products or services other than investment advice to clients.
- ☐ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

8. Other Financial Industry Activities or Affiliations. (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
- | | |
|--|--|
| <input type="checkbox"/> (1) broker-dealer | <input type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input type="checkbox"/> (3) other investment adviser | <input type="checkbox"/> (9) insurance company or agency |
| <input type="checkbox"/> (4) financial planning firm | <input type="checkbox"/> (10) pension consultant |
| <input type="checkbox"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="checkbox"/> (11) real estate broker or dealer |
| <input type="checkbox"/> (6) banking or thrift institution | <input type="checkbox"/> (12) entity that creates or packages limited partnerships |

(For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest? Yes ☐ No ☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

Applicant: Premier Financial Planning, Inc.	SEC File Number: 801- 63288	Date: 03/29/2010
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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.

Financial Planning: After a financial planning agreement is signed, a report analyzing the client's situation is prepared and presented by the advisor. After discussion, a final report is prepared with an action plan. This action plan is the method for monitoring progress. PFPI recommends the clients revise their plans at least once a year to reflect changes affecting their financial situation. Reviews and updates are provided by the firm's president, Constance J. Herrstrom. To initiate the update process, a letter is sent to clients annually recommending they call to schedule an update to their financial plan. During scheduling, PFPI will notify the client as to the cost for updating the plan. This also applies to clients who have not met the minimum requirement of managed assets to have their planning included as part of the overall cost. For requests that are not part of an annual review, the client will be billed at the current hourly rate for the time expended.

Asset Management and Retainer services: In addition to financial planning services, clients may opt to retain PFPI to provide continuous advisory services. Constance Herrstrom is responsible for the research and strategies to manage and monitor client portfolios. All client investments are based upon written investment policies developed in consultation with the client. The Policy Statement takes into consideration the client's investment objectives, risk-taking capabilities, and investment time horizon available for achievement of the stated objectives. A financial planning review may be included at no additional charge based on the total assets under management. Accounts are reviewed for changes in value and suitability, as well as changes due to new tax laws, new information about an investment, or client's own situation, such as a need to raise cash, etc. Recommended investments are periodically analyzed for relative performance. Tactical modifications within the asset classes are made within the framework of the minimums and maximums of the portfolio specifications. Portfolio rebalancing is considered if the asset allocation deviates significantly from the policy. Clients may call or meet with PFPI to discuss their portfolio periodically at no additional charge, initiated by request.

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

Annual reviews are recommended for all clients. Financial planning - if engaged by the client, PFPI will revise the client's financial plan. Plan updates can reflect changes in personal data, net worth, income and expenditures, investments, liabilities, insurance, retirement, estate plans or any other financial matter communicated by the client.

For those who have signed an agreement for ongoing financial planning and supervisory service, clients receive regular communication. Updates may include a balance sheet, cash flow, realignment of strategies on selected objectives, portfolio information, and discussion of progress toward meeting client objectives.

Investment supervisory clients are furnished with quarterly reports. In addition, the client receives monthly statements from each brokerage/custodial firm holding their account, which itemizes all transactions and provides current market value of the assets.

FORM ADV
Part II - Page 6

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
801-63288

Date:
03/29/2010

12. Investment or Brokerage Discretion.

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

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

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

Yes No
☒ ☐

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"/> |
| B. directly or indirectly compensates any person for client referrals? | Yes No
<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"/> |

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:
Premier Financial Planning, Inc.

SEC File Number:
801- 63288

Date:
03/29/2010

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

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Premier Financial Planning, Inc.		IRS Empl. Ident. No.: 22-338612
Item of Form (identify)	Answer	
Part II, Page 2 Item #1C (1) (2) (3) (6)	<p><u>Advisory Services and Fees</u> Premier Financial Planning, Inc. (PFPI) is strictly a fee-only financial planning and investment management firm. The firm is not affiliated with entities that sell financial products or securities. No commissions or finders fees are charged or accepted.</p> <p><u>Financial Planning Services</u> PFPI is committed to working with individuals, families and executives as they pursue their financial objectives. Recognizing our fiduciary responsibility, we place our client's interests ahead of our own. We work to develop a partnership where the client gains increased understanding and knowledge of the financial concepts that affect them.</p> <p>We are convinced that personal financial planning is a continual process, not a single event. It is a mutual commitment to this process that will determine whether or not clients reach their financial goals. We believe that a client should be both informed and proactively involved in his or her financial affairs. Therefore, open communication is essential in building a meaningful working relationship.</p> <p>PFPI provides its clients with a broad range of comprehensive financial planning services, including cash and risk management, retirement planning, tax and estate planning and investment management. PFPI charges a fee (i.e. fixed fee and/or hourly) for financial planning services. The fixed fee is based on the level of service required, issues involved and financial complexity, normally ranging from \$2,500 to \$7,500. The hourly rate ranges from \$50 to \$300 based on the level of service required. Prior to engaging PFPI to provide financial planning services, the client will be required to enter into a formal financial planning agreement with PFPI setting forth the terms and conditions of the engagement, and describing the scope of the services to be provided. As much as fifty percent (50%) of the total fee could be payable initially as a retainer deposit for work to be completed within a few months, with the balance payable upon completion of the work.</p> <p>In performing its services, PFPI shall not be required to verify any information received from the client or from the client's professionals, and is expressly authorized to rely on its accuracy. If requested by the client, PFPI may recommend the services of other professionals for implementation purposes. The client is under no obligation to engage the services of any such recommended professional. The client is free at all times to accept or reject any financial planning or investment recommendations from PFPI. The client is free to obtain legal, accounting and/or brokerage services to implement any of the recommendations of PFPI. The client retains absolute discretion over all such implementation decisions. Each client has the responsibility to promptly notify PFPI if there is any change in his or her financial situation or investment objectives for the purpose of reviewing/evaluating/revising the previous recommendations and services.</p> <p>The scope of work and fee for a relationship is provided to the client in writing prior to the start of the relationship. The fee is derived from the value that the relationship will bring to the client's financial situation. The fee is predicated on facts known at the start of the relationship. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments. For this</p>	

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

PAGE 1

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

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
801- 63288

Date:
03/29/2010

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

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Premier Financial Planning, Inc.		IRS Empl. Ident. No.: 22-3338612
Item of Form (identify)	Answer	
	<p>reason, the fee quoted is difficult to predict and subject to revision when there is a substantial change in the scope of work. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.</p> <p>Engagements of limited scope are performed using a Financial Planning Agreement at the current hourly rate. On-going financial planning, without investment supervisory services, are handled on this basis as well.</p> <p><u>Negotiability of Fees</u> The advisor reserves the right to increase or decrease the rate or amount of the fee with the consent of the client.</p> <p><u>Refund and Termination Policy</u> The professional relationship may be terminated at will by either registrant or the client. All unearned/unapplied fees will be refunded promptly to the client.</p> <p><u>Investment Implementation Management</u> After the initial financial planning is complete, the client can choose to retain PFPI to implement the plan on a limited or comprehensive basis. For clients choosing a limited basis, the specific actions are identified and the client pays an hourly rate for the services requested. This service is handled under the Financial Advisory Agreement. For clients needing investment supervisory services, the client pays either a fee based on the investments being managed or a retainer fee. These services are handled under an Investment Management Agreement.</p> <p>PFPI provides investment management services for clients who request this type of service. The basis for our investment recommendations is the Nobel Prize winning investment strategy called Modern Portfolio Theory, which is used in conjunction with strategic portfolio positioning. The theory revealed how risk can be estimated and how assets behave relative to one another. Different market cycles, however, require tactical adjustments to achieve a more desirable level of volatility for the portfolio. An investment policy statement is designed with the normal portfolio positioning as well as parameters to allow adjustments that conform to the investor's risk tolerance.</p> <p>When providing investment supervisory services, PFPI primarily allocates investment management assets of its client accounts among no-load or load-waived mutual funds and exchange traded funds. PFPI will hold some equity securities, at the client's request. For accounts of a certain size, PFPI will obtain individual bonds, arranged in a ladder format in accordance with the investment objectives of the client.</p> <p>When investment supervisory services are required, each client has an individual account(s) with a brokerage firm or custodian over which PFPI generally has limited power of attorney. PFPI does not have possession of securities or funds of any client. All client funds and securities are held in the client's name at an agreed upon custodian/brokerage firm. If consent is given, PFPI can deduct on-going planning and investment supervisory fees from the account by notifying the client as well as the</p>	

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

PAGE 2

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

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
801- 63288

Date:
03/29/2010

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

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:

Premier Financial Planning, Inc.

IRS Empl. Ident. No.:

22-3338612

Item of Form (identify)	Answer
	<p>custodial/brokerage firm. PFPI has discretionary authority over the account only with regard to which and how many securities are bought and sold. This activity is completed only with an agreed upon Investment Policy Statement and general plan of action on file. Constance Herrstrom is the primary person who coordinates the investment policy of the firm.</p> <p>The supervision is tailored to the specific situation of each client. The initial interview is followed up by phone conversations, meetings or written reports to provide an ongoing information exchange. Regardless of the method of implementation chosen by the client, all clients are expected to meet at least annually with their advisor.</p> <p>In performing its services, PFPI shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. As with Financial Planning responsibilities, for investment management, each client is free to accept or reject any recommendation made by the Registrant. The client is to promptly notify PFPI if there is any change in their financial situation or investment objectives for the purpose of reviewing/evaluating/revising previous recommendations and/or services or if the client wishes to impose any reasonable restrictions upon PFPI's management services.</p> <p>On-going financial planning and investment advisory services are offered on a retainer or assets under management basis. Fees based on the scope of work to be performed and the magnitude of the responsibility associated with the investable assets for which PFPI bears a fiduciary responsibility.</p> <p>The fee is primarily based on a percentage of the investable assets and can vary (between 0.50% and 1.50%) depending upon the market value of the assets under management. The fee is calculated on an annualized basis and one-fourth is paid quarterly, in arrears, based upon the market value of the assets on the last business day of the previous quarter. However, PFPI in its sole discretion, may charge a lesser fee, based on certain criteria (i.e. existing financial planning client, anticipated future earning capacity, anticipated future additional assets, dollar amount of the assets to be managed, related accounts, etc.).</p> <p>The mutual fund companies charge each mutual fund shareholder an investment management fee that is disclosed in the mutual fund prospectus. Discount brokerage firms may charge a transaction fee for trading some mutual funds. Stocks and bonds may be purchased through a brokerage account when appropriate. The brokerage firm usually charges a fee for stock, exchange traded funds, and bond trades.</p> <p>Prior to engaging PFPI on a retainer or assets under management basis, the client will be required to enter into a formal Investment Management Agreement, which includes an Investment Policy statement, setting forth the terms and conditions under which the assets shall be managed. This agreement, which can authorize financial planning and asset supervision, will be signed and assumed continuous unless canceled at any time, for any reason, by either party giving written notice to the other. Fees due on the accounts to be terminated will be paid from the portfolio on a prorated basis. Hourly</p>

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

PAGE 3

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

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
801- 63288

Date:
03/29/2010

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

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Premier Financial Planning, Inc.		IRS Empl. Ident. No.: 22-3338612
Item of Form (identify)	Answer	
	<p>fees may be charged if there was a disproportionate amount of time spent on financial planning during the quarter of termination. In addition, hourly fees, may be charged for work done with assets in an account but not under supervisory agreement.</p> <p><u>Negotiability of Fees</u> The advisor reserves the right to increase or decrease the rate or amount of the fee with the consent of the client.</p> <p><u>Refund and Termination Policy</u> The professional relationship may be terminated at will by either registrant or client. Fees due on the accounts to be terminated will be paid from the portfolio on a prorated basis. Hourly fees may be charged if there was a disproportionate amount of time spent on financial planning during the quarter of termination.</p> <p>A copy of the Registrant's Privacy Policy Notice and Part II of PFPI's Form ADV written disclosure statement that meets the requirements of Rule 204-3 of the Adviser's Act of 1940, as amended, shall be provided to each client prior to or contemporaneously with the execution of the financial planning/investment advisory agreement. Any client who has not received a copy of the Form ADV-Part II within forty-eight (48) hours prior to executing the financial planning or investment management agreement shall have five (5) business days from the date of execution to terminate PFPI's services without penalty.</p> <p>Neither the Registrant nor the client may assign the Financial Planing or the Investment Management Agreement without the consent of the other party. Transactions that do not result in a change of actual control or management of the Registrant shall not be considered an assignment.</p>	
Part II, Page 3 Item # 3 L	<p><u>Types of Investments</u> Any other product which is deemed to be appropriate for the specific needs of the client.</p>	
Part II, Page 3 Item # 4 B (8)	<p><u>Methods of Analysis, Sources of Information and Investment Strategies</u> PFPI pays a quarterly fee to Integrated Asset Management to provide research and educational services.</p>	
Part II, Page 3 Item # 4 C (7)	<p><u>Investment Strategies</u> For the core portion of the portfolio, to reduce risk, PFPI recommends the modern portfolio theory approach to asset allocation, along with tactical portfolio positioning. For a selected portion, at times, more specific sectors of the market, within an asset class, may be used. On rare occasions, positions may be taken that necessitates trading in less than thirty days. Through this process, risk-adjusted portfolios are developed to the client's individual preferences.</p>	
Part II, Page 4	<p><u>Education and Business Standards</u></p>	

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

PAGE 4

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

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
801- 63288

Date:
03/29/2010

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

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Premier Financial Planning, Inc.		IRS Empl. Ident. No.: 22-3338612
Item of Form (identify)	Answer	
Item # 5	General guidelines require all advisers to have a college degree and hold a professional designation, such as, a Certified Financial Planner (CFP), a Chartered Financial Analyst (CFA), Certified Public Accountant (CPA), or have a Masters of Business Administration (MBA) degree. To keep the designations, annual education requirements continually must be met. To provide advice on life and health insurance matters, a state insurance license is required.	
Part II, Page 4 Item # 6	<u>Education and Business Background</u> Constance J. Herrstrom - November 6, 1945 Nyack College (1968), B.S. Monmouth University (1985), M.B.A. College for Financial Planning (1989), CFP January 1995 - Present: President, Premier Financial Planning, Inc. December 1992 - January 1995: Financial Planner, Premier Financial, Inc. December 1989 - December 1992: Financial Planner, Capital Planning Associates of Princeton, Inc.	
Part II, Page 4 Item # 7 A	<u>Other Business Activities</u> As further discussed above in response to Item 1D, the Registrant may provide its clients with a broad range of financial planning services (which may include non-investment related matters). Initially, the Registrant charges a separate fee for these services under a Financial Advisory Agreement. Registrant anticipates that it will devote approximately 40% of its time to such services.	
Part II, Page 5 Item # 9 E	<u>Participation or Interest in Client Transactions</u> PFPI and its employees may invest in the same investments as its clients. In no event will PFPI or its employees execute transactions on a more favorable basis than its clients. PFPI and its employees are limited to making purchases of mutual funds and exchange traded funds, based on the employee's own unique investment goals. These transactions will not necessarily be communicated to the clients, because the client's unique situation may not be consistent with that of PFPI's employees. Additionally, since mutual funds are priced daily at their net asset value, the chance for any conflict of interest is minimal. When a transaction is made for an exchange traded fund for both a client and an employee, on the same day, the same price is applied to both.	

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

PAGE 5

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

Applicant:
Premier Financial Planning, Inc.

SEC File Number:
801- 63288

Date:
03/29/2010

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

I. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:

Premier Financial Planning, Inc.

IRS Empl. Ident. No.:

22-3338612

Item of Form (identify)	Answer
Part II, Page 5 Item # 10	<p><u>Conditions for Managing Accounts</u> The minimum annual fee for the inclusion of ongoing financial planning in the investment supervisory agreement is \$2,250. For clients not meeting the minimum fee, financial planning will continue to be provided under the terms set forth in the Financial Advisory Agreement.</p> <p><u>Code of Ethics</u> PFPI is required to maintain a written Code of Ethics. this Code includes provisions for a standard of conduct for the firm and its employees, prescribes that all employees comply with all applicable securities laws, requires all employees to report their personal securities transactions to the Chief Compliance Officer (CCO), requires employees to report any violations of the Code promptly to the CCO, and requires employees to review the Code annually. A copy of the Code of Ethics is available upon request.</p>
Part II, Page 6 Item # 12 A & B	<p><u>Investment or Brokerage Discretion</u> PFPI does not take custody of client accounts. Our Investment Management service requires an Investment Policy Statement (IPS) that defines the parameters for the movement of monies within the asset classes. The client, by signing the IPS, pre-authorizes PFPI to make buys and sells consistent with the parameters.</p> <p>PFPI does not actively direct clients to traditional, full service/commission brokers. Most of the firm's clients do not use traditional brokers. For ease of administration, for clients who are putting together a portfolio, PFPI will suggest using a discount brokerage or custodian, such as Charles Schwab. The client makes the final decision as to this matter. When PFPI recommends or selects a discount broker, it is after considering the broker's ability to offer best execution as well as the full range and quality of the broker's services.</p> <p>Unless the client directs otherwise, PFPI shall generally recommend that investment accounts be maintained at Charles Schwab & Co., Inc. ("Schwab"), although others could be used. Factors which PFPI considers in recommending a broker to clients includes financial strength, reputation, pricing and service.</p> <p>Schwab enables PFPI to obtain many no-load and load-waived mutual funds without transaction charges. Schwab may charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity/debt securities transactions, including Exchange Traded Funds (ETFs).) Schwab's commission rates are generally considered discounted from customary retail commission rates. In addition to PFPI's investment management fee and Schwab's brokerage commissions and transaction fees, the client will also incur, relative to all mutual funds & ETF purchases, charges imposed by the mutual fund or ETF company (e.g. advisory fees and other fund expenses). The commissions charged by Schwab may be higher or lower than those charged by other broker-dealers. Neither PFPI, or its Principal, will receive any portion of the brokerage commission and/or transaction fees charged to the clients.</p>

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PAGE 6

**Schedule F of
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Applicant:
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SEC File Number:
801- 63288

Date:
03/29/2010

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

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Premier Financial Planning, Inc.		IRS Empl. Ident. No.: 22-3338612
Item of Form (identify)	Answer	
	<p>A separate agreement with Schwab, or the designated broker-dealer/custodian would be signed outlining the terms and conditions for the buying, selling and holding of the managed assets. The Schwab agreement also shall authorize the custodian of the client's account to debit the account for the amount of the Registrant's on-going financial planning and investment supervisory fee and to directly remit that fee to PFPI in accordance with required procedures as follows: (1) PFPI shall provide to the client a bill showing the amount of the fee, the value of the client's assets on which the fee was based, and the specific manner in which PFPI's fee was calculated, (2) the custodian shall be notified of the fee to be dispersed, and (3) the custodian shall send to the client a statement, at least quarterly, indicating all amounts disbursed from the account including the amount of fees paid directly to PFPI.</p> <p>Registrant may also provide advice on accounts held at TIAA-CREF. Management fees allocated to these accounts will be charged to a taxable account held at Schwab.</p> <p>PFPI has both discretionary and non-discretionary (non-managed) accounts. Most are discretionary and are managed by an Investment Policy statement. Non-managed accounts are held as a courtesy to the client to maintain all investments at Schwab. These non-managed investments are only traded upon the client's request.</p> <p><u>Execution of Brokerage Transactions</u></p> <p>Although the transaction fees and/or commissions paid by PFPI's clients shall comply with the Registrant's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where the Registrant determines, in good faith, that the commission is reasonable in relation to the value of the brokerage and research services received. As the Registrant continues to evaluate strategies of selected fund providers, and other services that can be provided, the registrant may have access to more specific information pertaining to different investment strategies that may or may not be incorporated in portfolio design. As opportunities arise, the Registrant may utilize other broker/dealers to execute certain transactions.</p> <p>Occasionally, for accounts of a certain size, PFPI will use another broker to buy a security and ask that it be held at the main custodian. This type of transaction is called a "Trade Away" transaction and such a trade will have an additional fee charged by the custodian broker above and beyond any commission charged by the executing broker (generally \$25). In seeking best execution, the determining factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although PFPI will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for the client account transactions.</p> <p>PFPI and its employees do not receive any financial compensation from brokerage referrals, nor does it receive any special research, etc. As part of the financial advisory</p>	

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PAGE 7

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Applicant:
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03/29/2010

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1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:

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IRS Empl. Ident. No.:

22-3338612

Item of Form (identify)	Answer
Part II, Page 6 Item # 13	<p>division of Schwab, PFPI will receive research reports and newsletters that all such advisors receive. Any research services provided by Schwab may be of benefit to all of our clients and not only clients having accounts at Schwab.</p> <p><u>Proxy Voting Policy</u> PFPI does not vote client proxies. Therefore, although the Registrant may provide investment advisory services relative to client investment assets, PFPI's clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings, and other type events pertaining to the client's investment assets. The Registrant and/or the client shall correspondingly instruct each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.</p> <p><u>Additional Compensation</u> PFPI is not compensated in any way from any non-client. However, PFPI does receive, from Schwab, certain products and services such as an Investment Advisor compliance newsletter and occasionally an educational session. On occasion, the advisor may receive de minimus gifts in a conference setting from mutual fund representatives. Examples of these de minimus gifts are t-shirts, pens, coffee mugs, tote bags for conference materials, etc.</p>

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PAGE 8