

Uniform Application for Investment Adviser Registration

Part II - Page 1

OMB APPROVAL

OMB Number: 3235-0049

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Name of Investment Adviser:
Larson Financial Group, LLC

Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code	Telephone Number
One City Place Dr., Suite 100	Saint Louis	MO	63141	314	569.2400

**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.**

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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 not 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.

Applicant: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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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 | 50 % |
| <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 | 20 % |
| <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 client 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 | 30 % |
| <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.)

Yes No

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

☒ ☐

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

- | | |
|--|--|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input type="checkbox"/> (6) Other |

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

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

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

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

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

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

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

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

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

- | | |
|--|--|
| <input type="checkbox"/> (1) Charting | <input type="checkbox"/> (4) Cyclical |
| <input type="checkbox"/> (2) Fundamental | <input type="checkbox"/> (5) Other (explain on Schedule F) |
| <input type="checkbox"/> (3) Technical | |

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

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

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

- | | |
|--|--|
| <input type="checkbox"/> (1) Long term purchases (securities held at least a year) | <input type="checkbox"/> (5) Margin transactions |
| <input type="checkbox"/> (2) Short term purchases (securities sold within a year) | <input type="checkbox"/> (6) Option writing, including covered options, uncovered options, or spreading strategies |
| <input type="checkbox"/> (3) Trading (securities sold within 30 days) | <input type="checkbox"/> (7) Other (explain on Schedule F) |
| <input type="checkbox"/> (4) Short sales | |

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

Applicant:
Larson Financial Group, LLC

SEC File Number:
801-

Date:
2010.06.01

5. Education and Business Standards.

Yes No

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?.....

☒ ☐

(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="radio"/> (1) broker-dealer | <input checked="" type="radio"/> (7) accounting firm |
| <input type="radio"/> (2) investment company | <input type="radio"/> (8) law firm |
| <input type="radio"/> (3) other investment adviser | <input checked="" type="radio"/> (9) insurance company or agency |
| <input type="radio"/> (4) financial planning firm | <input type="radio"/> (10) pension consultant |
| <input type="radio"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="radio"/> (11) real estate broker or dealer |
| <input type="radio"/> (6) banking or thrift institution | <input type="radio"/> (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.)

Yes No

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest?...

☐ ☒

(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).

Applicant: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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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 triggers factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

SEE SCHEDULE F

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

Upon the mutual agreement of the Firm and the client, the Firm will provide reports to the client which review and update the original financial plan furnished to the client by the Firm, or which monitors an investment portfolio or account. The frequency of such reports will generally be as requested by the client, although the Firm and the client may agree that such reports be provided at periodic intervals. The nature of each such report, including whether or not it contains investment advice, will depend on the assets and the investment needs and goals of each client, and the terms of the agreement itself.

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

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

(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

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: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Larson Financial Group, LLC	IRS Empl. Ident. No.: 20-4773945
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Item of Form (identify)	Answer
1.D	<p>The Firm, by and through its advisory associates, provides financial planning and other various investment advisory services to individual clients, organizations, trust, and various for-profit and non-profit entities</p> <p>The Firm is primarily engaged in broad-based financial planning for individual clients. For some clients this means a single financial plan; for others it means a financial plan followed by review and update services. The services provided by the Firm generally begin with an analysis of a client's needs. This typically includes gathering extensive personal and financial data regarding the client and the client's goals. A client's current financial situation is then analyzed by the Firm and at the client's option and upon separate contract or contracts, by a qualified lawyer, accountant and/or investment specialist. Based upon all analyses, we prepare and present to the client a written financial plan or report designed to guide the client toward his or her financial goals.</p> <p>A client's financial plan typically contains information and advice on a number of issues. These often involve investment, tax and estate planning considerations and the recommended purchase, sale or retention of various forms of insurance, securities and other assets. The Firm generally provides advice as to securities on a broad basis typical to financial planning, although at times it may recommend specific securities. In addition to broad-based financial plans, the Firm offers financial and/or investment planning services on a "modular" basis. Modular financial planning is designed to address one or more specific financial and/or investment planning issues and is more limited in scope than broad-based financial planning.</p> <p>Fees for financial and/or investment planning services normally will consist of a fixed fee based upon the size, scope, and complexity of a client's estate and financial affairs. Fees for initial broad-based financial plans, including any fees paid to additional advisors, will generally fall in a range of \$400 to \$4,000 depending upon the size, scope and complexity of the client's estate and the estimated time required to render the service desired. Such fees will not exceed \$25,000. Generally, fees for initial plans are due upon subscription for work to be completed within six months. See below for hourly fees.</p> <p>The Firm also offers review and updating services, in which the client's financial plan or report is reviewed on an "as requested" basis or at periodic intervals based on updated information regarding the individual needs and desires of the client. Reviews and updates may encompass all factors contained in the original plan or report, factors added by implementation of the original plan or report, factors added by changes in the client's circumstances and goals, and, if applicable, factors added by changes in tax laws or other changes in the external financial/economic environment. Fees for review and updating services will normally consist of a fixed fee. Fees per review may be payable in advance and will generally fall in the range of \$150 to \$4,000, depending upon the size, scope and complexity of the client's estate and the estimated time required to render the service desired. See below for hourly fees.</p> <p>The Firm also offers continuous and regular supervisory or management services to securities portfolios. The Client will be charged the Asset-Based Fee quarterly in advance. The first payment is due upon execution of the Agreement and will be based on the opening value of the Account. The first payment will be pro- rated if this Agreement is executed at any time other than on the first day of a calendar quarter. Subsequent Asset-Based Fees are determined on the first day of each calendar</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: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Larson Financial Group, LLC	IRS Empl. Ident. No.: 20-4773945
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Item of Form (identify)	Answer
	<p>based on the portfolio value of the Account assets as of the close of business on the last business day of the preceding quarter and are payable in advance on or about the 20th day after the beginning of each quarter. Portfolio value of the Account for purposes of this Agreement will be determined by the custodian in accordance with its normal practices and procedures and such determination will be binding on the parties to this Agreement absent bad faith or manifest error. Additionally, for those states that require it, the Firm will send billing invoices concurrently or prior to clients, as required by state regulations.</p> <p>The firm also offers periodic investment monitoring services. Unlike supervisory money management, this service is not continuous in nature. It includes an analysis and review annually. This service may also cover various financial planning topics and involve a review and update of a prior plan or previous recommendations, as described above.</p> <p>Depending on the advisory associate, periodic investment monitoring accounts may be charged a fixed fee per quarter, an annual fee based on the percentage of assets under review (maximum is 2% of the value of assets under review), or a fixed based on the assets under review. If the fee is a fixed fee based on the value of assets under review, the annual fee shall normally increase based on the asset value of the account, but generally such annual fee will not exceed \$10,000. Fees for these services will generally be billed after or in conjunction with account reviews, unless otherwise agreed by the parties. In addition, fees may be offset by commissions earned by the advisory associate resulting from securities transactions effected by such advisory associate.</p> <p>The Firm may occasionally provide fee-based investment selection services. Investment selection services include the identification and recommendation of specific investments consistent with the client's investment objectives. Fees for investment selection services will consist of a fixed fee or hourly fee.</p> <p>The Firm's advisory agreements may be terminated by either the client or the firm at any time. A refund of unearned fees will be made to the client based on the amount of time and effort expended before termination. If an agreement is terminated within five business days of its effective date, a full refund of prepaid fees will be made. The Firm does not require prepayment of advisory fees of more than \$500 per client six months or more in advance. The Firm's fees are negotiable. There is no assurance that the level of experience and service each individual advisory associate provides is uniform. The Firm's clients may pay more or less for the same service due to the experience, amount of work done and sophistication of its advisory associates. In addition, lower fees for comparable services may be available from other sources. There is no guarantee that the advisory services offered will result in the client's goals and objectives being met. Nor is there any guarantee of profit or protection from loss.</p> <p>On occasion, the Firm may charge for planning services on an hourly basis rather than a fixed fee; although a maximum fee will generally always be set. Hourly rates for services provided by the Firm will generally not exceed \$300.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 2

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

Applicant: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Larson Financial Group, LLC	IRS Empl. Ident. No.: 20-4773945
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Item of Form (identify)	Answer														
	<p><u>Silver</u> –</p> <p>Provide recommendations for specific investments, such as stocks, bonds, mutual funds, and insurance products, such as life and disability insurance.</p> <ul style="list-style-type: none"> • Advice on specific investments held with LFG, based on your investment profile, time horizon and risk tolerance. • Analysis and strategy on insurance needs and suitable products. <p>Generally, one meeting per year with reports and statements specific to solutions implemented. Commissions from products or fees for assets under management (not to exceed 2% of the assets under review)</p> <p>Standard Asset-Based Pricing Schedule:</p> <table> <tr> <th>Portfolio Value</th><th>Management Fee</th></tr> <tr> <td>\$0 - \$50,000</td><td>2.00%</td></tr> <tr> <td>\$50,001 - \$100,000</td><td>2.00%</td></tr> <tr> <td>\$100,001 - \$250,000</td><td>1.75%</td></tr> <tr> <td>\$250,001 - \$500,000</td><td>1.50%</td></tr> <tr> <td>\$500,001 - \$1,000,000</td><td>1.25%</td></tr> <tr> <td>\$1,000,001 +</td><td>1.00%</td></tr> </table> <p><u>Gold</u> –</p> <p>Provide in-depth and integrated analysis of your financial goals as well as recommendations on implementation.</p> <p>Review of six key areas:</p> <ul style="list-style-type: none"> • Cash flow • Insurance • Tax planning • Accumulation goals • Retirement • Estate planning <p>Additional financial planning areas:</p> <ul style="list-style-type: none"> • Investment strategy (all assets) • Education funding • Employee benefits planning • Legacy and multi-generational planning • Contract and partnership review • Consult with other advisors (CPA, attorney, mortgage broker) 	Portfolio Value	Management Fee	\$0 - \$50,000	2.00%	\$50,001 - \$100,000	2.00%	\$100,001 - \$250,000	1.75%	\$250,001 - \$500,000	1.50%	\$500,001 - \$1,000,000	1.25%	\$1,000,001 +	1.00%
Portfolio Value	Management Fee														
\$0 - \$50,000	2.00%														
\$50,001 - \$100,000	2.00%														
\$100,001 - \$250,000	1.75%														
\$250,001 - \$500,000	1.50%														
\$500,001 - \$1,000,000	1.25%														
\$1,000,001 +	1.00%														

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 3

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

Applicant: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Larson Financial Group, LLC	IRS Empl. Ident. No.: 20-4773945
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Item of Form (identify)	Answer
	<p>2 to 4 meetings/checkpoints per year, including an annual planning session.</p> <ul style="list-style-type: none"> • Comprehensive financial analysis and plan • Client On-line Portal • Access to advisory team for ad hoc needs <p>Advisory fee range of \$375 to \$1,250 per quarter (based on number of modules selected and anticipated number of hours required – not to exceed \$300 per hour) Residents and fellows not billed until in practice</p> <p>\$375 Quarterly Rate - Only available to Residents (1 -2 meetings/checkpoints per year) Anticipated time required is approximately 6 Financial Advisor hours & 12 Para planner / Staff hours per year</p> <p>\$625 Quarterly Rate - Available to Physicians that are in academics (university hospitals) & W2 Employees of a Medical Practice (2 meetings/checkpoints per year) Anticipated time required is approximately 6 Financial Advisor hours & 12 Para planner / Staff hours per year</p> <p>\$1,250 Quarterly Rate - Available to Physicians that own their practice and require more sophisticated personal financial analysis/planning (4 meetings/checkpoints per year) Anticipated time required is approximately 9–12 Financial Advisor hours & 18–24 Para planner / Staff hours per year</p> <p><u>Platinum</u> –</p> <p>Provide in-depth and integrated analysis of your financial goals as well as recommendations on implementation.</p> <p>Includes areas listed above, plus:</p> <ul style="list-style-type: none"> • In-depth practice planning • Large wealth transfer cases • Annual strategy meeting with CPA • Private practice financial analysis, including profit & loss and balance sheet review • Real estate investment planning • Large purchase assistance • Planning for international citizens and circumstances <p>As many as needed - includes areas above, plus:</p> <ul style="list-style-type: none"> • Practice analysis • Specialized reports <p>Advisory fee of \$1,250 to \$3,750+ per quarter (based on number of modules selected and anticipated number of hours required – not to exceed \$300 per hour)</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: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Larson Financial Group, LLC	IRS Empl. Ident. No.: 20-4773945
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Item of Form (identify)	Answer
	<p>\$1,250 Quarterly Rate – Available to Physicians that own their practice and require basis personal and business analysis/planning (i.e., balance sheet, Profit & Loss, Collection Ratio & Profit Analysis) Anticipated time required is approximately 9–12 Financial Advisor hours & 18-24 Para planner / Staff hours per year (including limited ad hoc access to advisors)</p> <p>\$2,500 Quarterly Rate – Available to Physicians that own their own practice and require more sophisticated personal and business analysis/planning Anticipated time required is approximately 25–30 Financial Advisor hours & 25-30 hours Para planner / Staff hours per year (including unlimited ad hoc access to advisors)</p> <p>\$3,750 Quarterly Rate – Available to Physicians that own their own practice and require more sophisticated personal and business analysis/planning (see example below) Anticipated time required is approximately 40 Financial Advisor hours & 40 Para planner / Staff hours per year (including unlimited ad hoc access to advisors)</p> <p>1. Start-Up Consultation</p> <p>a. Creation of a Business Plan</p> <p>i. Staffing Plan: compensation guide, benefits structuring, incentive planning, offer letters, etc</p> <p>ii. Pro Forma: business cash flow, revenue and expense projections</p> <p>iii. Expense Analysis: summarize expenses, analyze depreciation schedules, cash flow for purchasing</p> <p>iv. Revenue Analysis: summarize billing expectations, collections, take-home (net) pay, hospital guarantee structuring</p> <p>v. Marketing Plan: demographic data, competition, referring family practice physicians list, review marketing campaign</p> <p>vi. Office Space: review office options that are brought to us</p> <p>vii. Incorporation: advise on corporate structure of entity and physician compensation structuring</p> <p>b. Implementation is limited to items above</p> <p>c. Advisors available through the year for advice on items above</p> <p>d. Review Business Plan with accountant and attorney to coordinated plans</p> <p>2. Implementation of Business Plan</p> <p>a. Financing: shop out and negotiate financing options for practice</p> <p>b. Staffing: run Kolbe (personality tests) on office staff to discuss efficiencies in structuring job descriptions</p> <p>c. Succession Planning: discussion and description of what you would like to see happen to your practice in the event of your untimely death</p> <p>d. Negotiate terms and contract with hospital</p> <p>e. Website: initial two hours included to establish website</p> <p>f. Financial Review: quarterly review of financial statements and annual meeting with accountant to review finances</p> <p>g. Benefits: shop out health insurance plans, 401k/Simple IRA plans, workers compensation and dental plans</p> <p>h. Office Space: negotiate the lease and research all options</p>

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: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Larson Financial Group, LLC		IRS Empl. Ident. No.: 20-4773945
Item of Form (identify)	Answer	
4.A(5)	The Firm may at times recommend specific securities. At other times, the Firm will provide advice to its clients as to securities on a broad basis typical to traditional financial planning, i.e. The Firm will make general recommendations regarding the client's financial situation designed to guide the client toward his/her expressed financial goals. Client will be encouraged to employ diversification techniques and an asset allocation strategy commensurate with their risk tolerance, financial objectives and time horizon. Typical recommendations from the firm may be that the client diversify his/her investment assets because the client has a concentration of investment in one security or that the client should diversify the maturities of fixed income securities to lessen interest rate risk or that the clients should diversify the maturities of fixed income securities to lessen interest rate risk or that the client should seek professional money management. The Firm's analysis of the client's financial situation will generally be presented to the client in an organized written form.	
4.B(8)	The Firm's sources of information include the Frontier Analytics Asset Allocator software program, Zephyr & Associates StyleAdvisor and AllocationAdvisor and publications such as The Wall Street Journal, CDA/Wiesenberger and Morningstar Mutual Fund Reports, CCH Financial and Estate Planning Reports, Outstanding Investor Digest, Journal of Financial Planning, Ernst and Young Financial Planning Reporter, Forbes, financial planning materials from the American College and the College for Financial Planning, materials from financial planning seminars and conventions, trade journals, and other industry publications.	
5	While no specific education or degree is required, individuals who are involved in preparing and presenting comprehensive financial plans for clients will generally be required to have at least three years of financial planning experience or at least one year of financial planning experience coupled with an advanced degree or a financial planning designation. Less experienced associates of the Firm may present financial plans on a joint basis with more experienced associates, or may present plans which are limited in scope and complexity and prepared under management supervision. Individual planners associated with the Firm will generally be licensed to sell life and health insurance and to sell securities through a registered broker-dealer firm.	
6	<p>Paul Douglas Larson, born January 15, 1980, obtained a BS degree from Northwestern College, St. Paul, Minnesota in 2001. He began Larson Financial Group, LLC in 2006. He is the President and Chief Executive Officer of Larson Financial Group, LLC. From 1999 to 2006, Mr. Larson worked with North Star Resource Group of Minneapolis, Minnesota. He began there as an intern and eventually became a Senior Partner in the Medical Division. Mr. Larson is also a Certified Financial Planner (CFP), Registered Financial Consultant (RFC) and a Chartered Life Underwriter (CLU). He is also a Registered Representative of Financial Network Investment Corporation, a non-affiliated securities dealer.</p> <p>Jaret D. Perryman, born July 6, 1970, obtained a BA degree from the University of Kansas. Mr. Perryman joined Larson Financial Group, LLC in 2009 as the Chief Compliance Officer. Prior to joining Larson Financial Group, he served as OSJ / Director of Operations at Millenia Advisors, LLC. Previous to that position, Mr. Perryman served in the capacity of OSJ / Branch Manager with Polaris Financial Strategies from 2004 to 2009. Prior to becoming a principal he was a Registered Representative for Polaris Financial Strategies from 1999 to 2004. He began his financial services career as a Registered Representative with Offerman & Company in 1998. He is also currently a</p>	

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Part II**

Applicant: Larson Financial Group, LLC	SEC File Number: 801-	Date: 2010.06.01
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Item of Form (identify)	Answer
7.A,B,C	<p>Registered Representative of Financial Network Investment Corporation, a non-affiliated securities dealer.</p> <p>Regarding its registered investment advisory activity, the Firm is primarily engaged in the business of financial planning. A client's written financial plan may or may not include investment advice and is likely to include advice on matters such as: cash flow, income and estate taxes, purchase, sale or retention of various forms of insurance, partnership interests, securities and other assets. Aside from financial planning services, periodic investment advisory services and supervisory investment management services, the Firm will not offer or sell investment securities, insurance or any other type of financial "product" to clients; nor will the Firm engage in any other business or profession.</p> <p>Clients are advised, however, that the Firm's advisory associates offer investment implementation services to clients through Financial Network Investment Corporation (FNIC), a non-affiliated, registered broker-dealer and member FINRA and SIPC. The firm emphasizes in its engagement agreement that all clients have complete discretion in deciding whether or not to use investment services of FNIC or any other affiliated and/or recommended entities.</p> <p>Clients are advised that the Firm's associates are acting in the capacity of registered representatives and/or investment advisor representatives of FNIC can only buy or sell investment products and/or offer investment advisory services offered through FNIC, that these and other suitable products and services may be available elsewhere at a lower cost, and that the dual role of the Firm's advisory associates as FNIC registered representatives and investment advisor representatives creates a conflict of interest.</p> <p>Some of the Firm's advisory associates utilize "Larson Financial Group, LLC" as their "doing business as" (dba) name for their overall individual financial services business, even though they may not provide the Firm's registered investment advisory services to many clients, and the investment advisory services they do provide to some clients may constitute only a small portion of the total services provided to those clients.</p> <p>Larson Financial Group, LLC is also an insurance agency licensed with the State of Missouri and various other states as required, and has general agency or master insurance brokerage relationships with various insurance companies. A list of these companies is available upon request. Larson Financial Group, LLC also regularly accesses other insurance products on a brokerage basis. Many advisory associates of the Firm, who are also individually licensed insurance agents, may place insurance business through the above-referenced general agency or insurance brokerage relationships. In this regard, these individuals are acting as individual insurance agents, and not as advisory associates or otherwise on behalf of the Firm. The Firm is not a broker-dealer, nor does it have any relationship with a related person who is a broker-dealer. Securities may be offered, however, by the firm's advisory associates who are registered representatives with FNIC, a non-affiliated, registered broker-deal and member of FINRA and SIPC.</p> <p>Some of the Firm's advisory associates may recommend, if appropriate, that a client consider utilizing the services of a particular lender or mortgage provider. This recommendation is based on many variables including, but not limited to the amount of financing required, the competitiveness of</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 7

**Schedule F of
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Part II**

Applicant:	SEC File Number:	Date:
Larson Financial Group, LLC	801-	2010.06.01

(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 Form ADV: Larson Financial Group, LLC	IRS Empl. Ident. No.: 20-4773945
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Item of Form (identify)	Answer
	the interest rate and costs associated with the loan, the underwriting requirements, geographical considerations and the quality of service provided. Clients are advised that the Firm's advisory associates may receive compensation directly or indirectly as result of this and similar transactions. However, the Firm emphasizes in its engagement agreement with the client, and upon making the recommendations, that the client will have complete discretion in deciding whether or not to use the loan services of the recommended entities. Thus, the client will have the right to determine in his/her sole discretion the reasonableness of any fees to be paid. Clients are also advised that they may pay higher or lower fees if they had utilized the services of another lender or mortgage provider. Furthermore, that the recommendation to use this service may represent a conflict of interest.
8.C(7)	MedTax, Inc. is a tax and accounting firm affiliated with Larson Financial Group, LLC. The firm emphasizes in its engagement agreement that all clients have complete discretion in deciding whether or not to use the tax or accounting services of MedTax or any other affiliated and/or recommended entities. Additionally, clients are advised that the Firm's advisory associates may receive referral compensation if MedTax services are engaged by the client. Furthermore, that the recommendation for using MedTax services may represent a conflict of interest.
9.B,D	The Firm's advisory associates are also registered representatives of FNIC and as such may recommend and effect securities transactions for compensation for clients. (See response to Item 7.A, B,C above and response to Item 12.B below.)
9.E	In the context of providing investment advisory services or fee-based investment selection services, representatives of the Firm may, from time to time, recommend to clients investment securities which the representative owns or later acquires. Such securities would generally be limited, however, to mutual funds, exchange traded funds or partnerships.
9	The firm, as a matter of policy and practice, and consistent with industry best practices and SEC requirements (SEC Rule 204A-1 under the Advisers Act and Rule 17j-1 under the Investment Company Act, which is applicable if the firm acts as investment adviser to a registered investment company), has adopted a written Code of Ethics covering all supervised persons. Our firm's Code of Ethics requires high standards of business conduct, compliance with federal securities laws, reporting and recordkeeping of personal securities transactions and holdings, reviews and sanctions. The firm's current Code of Ethics, and as amended, is incorporated by reference and made a part of these Policies and Procedures. A copy of the Code of Ethics is available upon written request.
11.A	The Firm primarily will provide broad-based financial planning advice for its clients. Its relationship with a client typically will begin with a written engagement to prepare a written financial plan. Following the completion and delivery of the financial plan, upon the mutual agreement of the Firm and the client, the Firm will provide the client services for the review and updating of the client's financial plan. Depending upon the agreement between the Firm and the client, such review and updating services may be provided periodically or on an as-needed basis. Such reviews are generally conducted by the same associate planner(s) responsible for completion of the initial plan. General reviews will encompass all factors contained in the original plan. Factors added by implementation of the original plan, factors added by changes in the client's circumstances and goals, and if applicable, changes in the economic, tax and/or investment environment. In addition to, or instead of, a specific

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12.B	<p>review of the client's financial plan, the Firm will, upon agreement with the client, provide updating materials to the client in the form of workshops, seminars, and written materials on related financial planning issues. When providing other investment advisory services, such as monitoring and/or reviewing an investment portfolio, the Firm's advisory associates will provide reviews on a periodic basis as agreed upon between the Firm and the client. Reviews of plans or reports, and any reviews and updates thereof, are also conducted by an officer of the Firm, or by a qualified designee.</p> <p>After delivering a written financial plan to a client, the Firm may recommend a broker to that client. The Firm's advisory associates offer investment implementation services to clients as registered representatives of Financial Network Investment Corporation, a non-affiliated, registered broker-dealer. However, the Firm will emphasize in its engagement agreement with the client, and upon making recommendations, that the client will have complete discretion in deciding whether or not to use investment services of affiliated and/or recommended entities. Thus, the client will have the right to determine in his/her sole discretion the reasonableness of any commissions to be paid. Clients are also advised that they may pay higher or lower commissions or fees if they utilized the services of a broker-dealer other than Financial Network. The receipt of brokerage or research services or other products or services will not be a factor in advice regarding the selection of a broker.</p>
13.A	<p>As explained elsewhere in this Schedule F, all advisory associates of the firm are registered representatives of Financial Network, and most are individually licensed insurance agents. As such, the Firm's associates may receive commissions and/or fees from the sale of investment products and other services should clients utilize the associate's investment implementation services. Additionally, advisory associates may receive referral fees from MedTax, Inc, an affiliated tax and accounting firm.</p> <p>As part of programs offered by Fidelity Investments and TD AMERITRADE Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC, the Firm receives benefits that it would not receive if it did not provide investment advice to clients. While there is no direct affiliation or fee sharing arrangement between Fidelity or TD Ameritrade and the Firm, economic benefits are received by the Firm which would not be received if the Firm did not give investment advice to clients. These benefits do not depend on the amount of transactions directed by the Firm to Fidelity or TD Ameritrade. These benefits include: A dedicated trading desk that services Fidelity and TD Ameritrade participants exclusively, a dedicated service group and an account services manager dedicated to the Firm's accounts, access to a real time order matching system, ability to "block" client trades, electronic download of trades, balances and positions in Fidelity's & TD Ameritrade's portfolio management software, duplicate and batched client statements, confirmations and year-end summaries, the ability to have advisory fees directly debited from client accounts (in accordance with federal and state requirements), availability of third party research and technology and quarterly newsletters. It should be noted that all of these benefits are generally available today from a variant of large brokerage firms and clearing agents at no extra or special charge to the Firm.</p>

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