

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

OMB Number: 3235-0049  
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Name of Investment Adviser: Purpose Wealth Management, LLC						
Address:	(Number and Street)	(City)	(State)	(Zip Code)	Area Code:	Telephone Number:
8589 Mason-Montgomery Rd.	Mason	OH	45040		(877) 604-8183	

**This part of FORM ADV gives information about the investment adviser and its business for the use of clients.  
The information has not been approved or verified by any government authority.**

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(Schedule 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.

Applicant: Purpose Wealth Management, LLC

SEC File Number:

801-

Date:

11/15/2010

**1. A. Advisory Services and Fees.** (check the applicable boxes)

For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)

**Applicant:**

- |                                     |   |     |   |
|-------------------------------------|---|-----|---|
| <input checked="" type="checkbox"/> | (1) Provides investment supervisory services .....  | 100 | % |
| <input type="checkbox"/>            | (2) Manages investment advisory accounts not involving investment supervisory services.....   |     | % |
| <input type="checkbox"/>            | (3) Furnishes investment advice through consultations not included in either service described above...   |     | % |
| <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<br>which clients may use to evaluate securities..... |     | % |
| <input type="checkbox"/>            | (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities...  |     | % |
| <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? . . . . . | <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 type="checkbox"/> (2) Hourly charges  | <input type="checkbox"/> (5) Commissions       |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input type="checkbox"/> (6) Other             |

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

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

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

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

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

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**Part II - Page 3**

Applicant: **Purpose Wealth Management, LLC**

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

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

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

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

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

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

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

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

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

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

Applicant: Purpose Wealth Management,  
LLC

SEC File Number:  
801-

Date:  
11/15/2010

**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, please 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 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
- year of birth
- formal education after high school
- 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.)

**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 sell for itself securities it also recommended 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 advisory 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 condition 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 account, 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.

For all clients, portfolios are reviewed by Derek R. Tinnin, CFP®, President. Each portfolio is governed by the parameters described in a client's Investment Policy Statement (IPS). As a client's goals change, their IPS is updated accordingly. Comprehensive portfolio reviews are conducted on a quarterly basis and rebalanced on a contingent basis, typically in conjunction with deposit or withdrawal activity. For Wealth Management clients, financial plans are prepared by Derek R. Tinnin, CFP® and are reviewed and/or updated on an as-needed basis to reflect changes in a client's personal financial circumstance.

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

All clients receive quarterly portfolio appraisals and performance reports within the month following the end of each calendar quarter. Additionally, the client's custodian provides monthly or quarterly statements reflecting the market value, quantity of securities held within the client's accounts, and transaction activity conducted within the accounts.

**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 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 product 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="checkbox"/> | <input checked="" 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

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

Applicant:  
Purpose Wealth Management,  
LLC

SEC File Number:  
801-

Date:  
11/15/2010

(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: <b>Purpose Wealth Management, LLC</b>		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
Item 1D	<p>Purpose Wealth Management, LLC, referred to as the "Company," intends to offer the following advisory services.</p> <p><b>I. PORTFOLIO MANAGEMENT</b></p> <p>Portfolio Management includes:</p> <p>A. Investor Profile - The Company consults with the client to obtain detailed financial information and other pertinent data used in the writing of an Investment Policy Statement (IPS) to enable the Company to determine the appropriate investment guidelines, risk tolerance and other factors that will assist in the management of the client's investment accounts.</p> <p>B. Portfolio Management - The Company diversifies and manages the Client's portfolio. Investments are determined based upon the client's investment objectives, risk tolerance, net worth, net income and other various suitability factors. The Company manages the client's separate accounts on an individualized basis. Further restrictions and guidelines imposed by clients affect the composition and performance of portfolios. For these reasons, performance of portfolios within the same investment objective may differ and clients should not expect that the performance of their portfolios will be identical with the average client of the Company.</p> <p>C. Performance Evaluation and Monitoring Services - The Company will furnish to clients quarterly performance reports. The reports are intended to inform clients as to the performance of their investments for the selected period.</p> <p>D. Discretionary Authority - The client typically grants the Company discretionary authority to buy and sell securities, and in most cases, deduct the management fee from their accounts.</p> <p><b>Portfolio Management Fee Schedule</b></p> <p>0.25% (or .0625% quarterly) of Assets Under Management (AUM), subject to a minimum annual fee of \$1,000, or \$250 quarterly, and a maximum annual fee of \$6,000, or \$1,500 quarterly.</p> <p><b>II. FINANCIAL PLANNING</b></p> <p>Financial Planning includes a goal-based financial plan, periodic plan updates, and as-needed miscellaneous financial advice.</p> <p><b>Financial Planning Fee Schedule</b></p> <p>A flat fee quoted upon request that covers 12 months of service. The amount of the fee is dependent on an estimate of time involved to prepare a financial plan and assist the client with recommended action steps and as-needed advice during the first 12 months of service. After the initial 12 month period, a reduced fee is typically quoted to cover quarterly plan updates and ongoing financial advice.</p>	

(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:  
Purpose Wealth Management,  
LLC

SEC File Number:  
801-

Date:  
11/15/2010

(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: <b>Purpose Wealth Management, LLC</b>		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
Item 1D (continued)	<p><b>III. SUB-ADVISORY PORTFOLIO MANAGEMENT</b></p> <p>Sub-Advisory Portfolio Management includes Portfolio Management services described in part 1. above provided to clients of other companies, advisors, and/or financial planners where the Company is not engaged as the primary advisor to the client.</p> <p><b>Sub-Advisory Portfolio Management Fee Schedule</b></p> <p>0.20% (or .05% quarterly) of Assets Under Management (AUM), subject to a minimum annual fee of \$500, or \$125 quarterly, and a maximum annual fee of \$6,000, or \$1,500 quarterly.</p> <p><b>IV. PENSION CONSULTING</b></p> <p>Pension Consulting includes investment advisory services to qualified retirement plans such as the development of investment menu recommendations, monitoring selections, reporting to plan administrators and trustees, and periodic investment education to plan participants.</p> <p><b>Pension Consulting Fee Schedule</b></p> <p>0.25% (or .0625% quarterly) of Assets Under Management (AUM), subject to a minimum annual fee of \$1,000, or \$250 quarterly, and a maximum annual fee of \$6,000, or \$1,500 quarterly.</p> <p><b>GENERAL NOTES:</b> The Company is a fee-only advisor. Management fees charged are separate and distinct from the fees and expenses charged by mutual funds or custodians recommended to clients. Clients may incur certain charges imposed by third parties other than the Company. A description of these and other expenses are available in each fund's prospectus or custodian account agreement. The Company will not be compensated on the basis of a share of capital gains or on capital appreciated of the funds or any portion of the funds of the client. Clients who engage the Company for only a portion of the quarter will pay a prorated fee based on the number of days in the quarter which services are rendered. Clients may terminate their engagement at anytime by providing the Company with written notification. The Company will prorate unpaid fees based on the date of the notification. The client will be charged at the end of each calendar quarter for services rendered. For Sub-Advisory services, the fee may be charged directly to the client or to the primary advisor. The fee is calculated on a percentage basis by multiplying the applicable rate against the asset value under management, subject to a minimum or maximum fee. The quarterly charge is in arrears and may vary due to changing market values and by any additions or deletions to the account. Fees are not charged in advance. The company retains the right to a negotiate the fee.</p>	

(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:  
Purpose Wealth Management,  
LLC

SEC File Number:  
801-

Date:  
11/15/2010

(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: <b>Purpose Wealth Management, LLC</b>		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
Item 5	<b>Education and Business Standards</b>  Associated persons of the Company providing investment advice are required to have examinations based on each state's license requirements and minimum of an undergraduate degree in business or related field. Continuing education is also mandatory for all professionals employed at the firm and they are subject to the Code of Ethics and Professional Responsibility provided by the Certified Financial Planner Board of Standards.	
Item 6	<b>Education and Business Background</b>  Derek R. Tinnin, CFP® - President  Year of Birth: 1967  Education Background: Anderson University - BA Economics, 1990 CFP Board of Standards - Certified Financial Planner (CFP), 1997 The American College - Chartered Financial Consultant (ChFC), 1996 The American College - Chartered Life Underwriter (CLU), 1996  Business Background: Purpose Wealth Management, LLC - Founder and President, 2007 to present Truepoint Capital, LLC - Senior Manager, 1999 to 2007 Cincinnati Financial Corp/CinFin Capital Mgmt - Advanced Planning Consultant/Analyst, 1992-1999 Durbin & Associates, Inc. - Appraiser, 1990-1992	
Item 9E	<b>Participation or Interest in Client Transactions</b>  Occasionally, principals or employees of the Company may buy or sell securities in their own account that the Company recommends to clients. At all times, the investment decisions the Company makes for its clients will be in the clients' best interests, and such decisions will be made independently of the securities holdings of the Company's principals or employees. The Company has adopted a Code of Ethics which it believes will protect its clients' interests in such circumstances. The Code of Ethics spells out the Company's fiduciary duties and responsibilities to clients and requires principals and employees to abide by all applicable securities laws and rules and to protect client confidences.	

(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:  
Purpose Wealth Management,  
LLC

SEC File Number:  
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Date:  
11/15/2010

(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: <b>Purpose Wealth Management, LLC</b>		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
Item 9	<p><b>Code of Ethics</b></p> <p>As a fiduciary, the Company has a duty of utmost good faith to act solely in the best interests of each of our clients. Our clients entrust us with their funds, which in turn places a high standard on our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity in all of our dealings. This fiduciary duty is the core principle underlying this Code of Ethics Policy, and represents the expected basis of all of our dealings with our clients. A copy of this Code of Ethics Policy will be provided to any client or prospective client upon request.</p> <p>The Company is also committed to complying with the Code of Ethics and Professional Responsibility issued by the Certified Financial Planner Board of Standards, Inc. A complete copy of the CFP Code of Ethics and Professional Responsibility is available at <a href="http://www.cfp.net/learn/ethics.asp">www.cfp.net/learn/ethics.asp</a>.</p> <p><u>Standards of Conduct</u></p> <p>The interests of clients is placed ahead of the Company's or any employee's own investment interests. Employees are expected to conduct their personal securities transactions in accordance with the Company's Personal Trading Policy and will strive to avoid any actual or perceived conflict of interest with the client. Employees will not take inappropriate advantage of their position with the company. Employees are expected to act in the best interest of each of our clients. Employees shall provide services with integrity and objectivity. Employees are expected to comply with federal securities laws. Employees will provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas which the employee is engaged.</p> <p><u>Protection of Material Non-Public Information</u></p> <p>Employees are expected to exercise diligence and care in maintaining and protecting our client's non-public, confidential information. Employees are also expected to not divulge information regarding the Company's securities recommendations or client securities holdings to any individual outside the Company, except: As necessary to complete transactions or account changes; As necessary to maintain or service a client or his/her account; With various service providers who provide administrative functions for the Company, only after we have entered into a contractual agreement that prohibits the service provider from disclosing or using confidential information except as necessary to carry out its assigned responsibilities and only for that purpose or such provider has supplied us with a privacy statement which meets our requirements; or As permitted by law.</p> <p><u>Personal Conduct</u></p> <p>Employees are prohibited from receiving any gift, gratuity, hospitality or other offering of more than <i>de minimus</i> value from any person or entity doing business with the Company or client of the Company. The Company defines <i>de minimus</i> as the typical cost of dinner for two at an elegant restaurant. This gift policy generally excludes items or events where the employee has reason to believe there is a legitimate business purpose.</p>	

(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:  
Purpose Wealth Management,  
LLC

SEC File Number:  
801-

Date:  
11/15/2010

(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: <b>Purpose Wealth Management, LLC</b>		IRS Empl. Ident. No.:
Item of Form (identify)	Answer	
Item 10	<p><b>Conditions for Managing Accounts</b></p> <p>The Company does not impose a minimum investment net worth requirement for clients seeking services. The Company does, however, have minimum fees as described in Item 1D. Exceptions may be made at the Company's discretion.</p>	
Item 12B	<p><b>Investment or Brokerage Discretion</b></p> <p>The Company does not actively direct clients to traditional, full service/commission brokers. The Company will suggest using a discount broker such as Fidelity Institutional Wealth Services for ease of administration. The client makes the final decision as to this matter. The Company generally recommends the use of a discount broker who does very little or no market making. Trades of OTC stocks or non-listed bonds through such discount broker will generally be more expensive than through a broker that makes a market in the specific securities in question because an agency broker adds a commission to such trades while a market maker generally does not. When the Company recommends or selects a discount broker, it is after considering the broker's ability to offer best execution (including the costs of trades of listed securities, the costs of trades of securities in which other brokers may make a market, and the ability to execute trades from time to time at prices between the bid and ask, considering the general volume of trades the Company has to work with as well as the average size and range of size of those trades) as well as the full range and quality of the broker's services. The Company generally recommends or selects a discount broker to serve as a centralized custodian for each investment account. Having a discount broker serve as custodian rather than a traditional bank has the advantage of avoiding bank custody fees for the client. However, we recognize in certain rare situations it has the disadvantage of limiting the Company's ability to seek best prices and execution especially for non-listed securities. For example some custodian brokers allow what they may call "Prime Broker" or "Trade Away" trades (i.e., trades through other approved brokers and market-makers) for accounts of a certain size, but such trades will have an additional fee charged by the custodian broker above and beyond any commission charged by the executing broker. When the Company recommends a discount broker to serve as a centralized custodian rather than a bank custodian, it is because it considers such custodial services to be the best alternative for the client after consideration of all the relevant benefits and disadvantages.</p> <p>The Company and its employees do not receive any financial compensation from brokerage referrals, nor does it receive any targeted or customized research, etc. The Company, as part of its relationship with a discount broker, may receive general research reports and newsletters that all such advisors receive. Any research services provided by a discount broker may be of benefit to all of the Company's clients and not only clients having accounts with that broker.</p>	

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