

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

OMB Number: 3235-0049
Expires: February 28, 2011
Estimated average burden
Hours per response..... 4.07

Name of Investment Adviser:

East End Wealth Management

Address: (Number and Street)

(City)

(State)

(Zip Code)

Area Code: Telephone Number:

4 Homewood Drive**Hampton Bay****NY****11946****(631) 594-1069**

**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 to respond to the collection of information contained in this form
are not required to respond unless the form displays a currently valid OMB control number.**

FORM ADV**Part II - Page 2**

Applicant:

East End Wealth Management

SEC File Number:

801-N/A

Date:

02/25/2010**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. **Estimate**
(See instruction below.)**Applicant:**

- | | | | |
|-------------------------------------|-----|---|------------|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services | <u>75%</u> |
| <input checked="" type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services | <u>25%</u> |
| <input type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above | <u>%</u> |
| <input type="checkbox"/> | (4) | Issues periodicals about securities by subscription | <u>%</u> |
| <input type="checkbox"/> | (5) | Issues special reports about securities not included in any service described above | <u>%</u> |
| <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 | <u>%</u> |
| <input type="checkbox"/> | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities | <u>%</u> |
| <input type="checkbox"/> | (8) | Provides a timing service | <u>%</u> |
| <input type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above | <u>%</u> |

(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
☐ ☒**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 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 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 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).

FORM ADV**Part II - Page 3**

Applicant:

East End Wealth Management

SEC File Number:

801- **N/A**

Date:

02/25/2010**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

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

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

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

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

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

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

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

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

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

FORM ADV**Part II - Page 4**

Applicant:

East End Wealth Management

SEC File Number:

801-N/A

Date:

02/25/2010**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, 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.)

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

FORM ADV**Part II - Page 5**

Applicant:

East End Wealth Management

SEC File Number:

801- **N/A**

Date:

02/25/2010**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.

Please refer to Schedule F, Item 11.A.

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

Please refer to Schedule F, Item 11.B.**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

Applicant:

East End Wealth Management

SEC File Number:

801-N/A

Date:

02/25/2010

12. Investment or Brokerage Discretion.

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

(1) securities to be bought or sold?

Yes No

☒ ☐

(2) amount of the securities to be bought or sold ?

Yes No

☒ ☐

(3) broker or dealer to be used ?

Yes No

☐ ☒

(4) commission rates paid?

Yes No

☐ ☒

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

Yes No

☒ ☐

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products and research services received.

13. Additional Compensation.

Does the applicant or a related person have any arrangements, oral or in writing, where it:

A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients?

Yes No

☒ ☐

B. directly or indirectly compensates any person for client referrals?

Yes No

☐ ☒

(For each yes, describe the arrangements on Schedule F.)

14. Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities unless applicant is registered or registering only with the Securities and Exchange Commission; or
- requires prepayment of more than \$500 in fees per client and 6 or more months in advance

Has applicant provided a Schedule G balance sheet?

Yes No

☐ ☒

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

Applicant:

East End Wealth Management

SEC File Number:

801- N/A

Date:

02/25/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: East End Group, Inc.		IRS Empl. Ident.No.: 11-3475937
Item of Form (identify)	Answer	
Item 1.D.	<p>SERVICES AND FEES</p> <p>East End Wealth Management (hereinafter "East End" or the Firm) offers personalized investment advisory services to individuals, pension and profit plans, trusts, estates, charitable organizations, corporations, and other business entities. East End's services and fee arrangements are described in the following pages.</p> <p>The Firm is a limited liability company formed under the laws of the State of New York. This Schedule F narrative provides Clients with information regarding the Firm and the qualifications, business practices, and nature of advisory services that should be considered before becoming an advisory Client of the Firm.</p> <p>Please contact Steven J. Kaczmarek, President, if you have any questions about this Schedule F narrative. Additional information about East End is available on the Internet at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. The CRD number for East End is 147184.</p> <p>Individuals associated with East End will provide its investment advisory services. These individuals are appropriately licensed, qualified, and/or authorized to provide advisory services on behalf of East End. Such individuals are sometimes referred to herein as Investment Adviser Representatives (IARs).</p> <p>PORTFOLIO MANAGEMENT SERVICES</p> <p>East End offers discretionary and non-discretionary portfolio management services where the investment advice provided is custom tailored to meet the needs and investment objectives of the Client. Subject to any written guidelines, which the Client may provide, the Firm will be granted discretion and authority to manage the account. Accordingly, the Firm is authorized to perform various functions, at the Client's expense, without further approval from the Client. Such functions include the determination of securities to be purchased/sold and the amount of securities to be purchased/sold. Once the portfolio is constructed, the Firm provides continuous supervision and rebalancing of the portfolio as changes in market conditions and Client circumstances may require. Where the Firm enters into non-discretionary arrangements with Clients, the Firm will obtain Client approval prior to the execution of a trade.</p> <p>At the inception of the relationship, East End will conduct interviews with the Client to determine the Client's investment objectives, risk tolerance and other relevant information and may review and/or develop an investment strategy. Based on this investment strategy and/or other relevant information, East End will recommend an initial portfolio to the Client. East End may designate all or a portion of the Client's assets to be directly managed by a sub-adviser. As part of its overall portfolio management services, the Firm may also coordinate with Clients' other professional advisers (financial, legal, real estate, tax, etc.) to assist Clients in reaching their long-term desired goals.</p> <p>East End has entered into agreements with various sub advisers. All sub-advisers that the Firm recommends to its Clients must be registered as investment advisers with either the Securities and Exchange Commission or with the appropriate state authority(ies). Such sub-advisers provide East End access to various private money managers, one or more of which East End may select in placing Client accounts for management. The Firm will, on an on-going basis, monitor Client accounts managed by the private money managers and will assume discretionary authority over the selection of private money managers on behalf of the Client. East End may also assume discretionary authority to hire or fire the sub-adviser</p>	

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

**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
East End Wealth Management	801- N/A	02/25/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:
East End Group, Inc.

IRS Empl. Ident.No.:
11-3475937

Item of Form (identify)	Answer																		
Item 1.D. (continued)	<p>where such action is deemed to be in the best interest of the Client. Where sub-advisers and/or private money managers are used, East End will provide the Client a copy of the relevant sub-adviser's and the private money manager(s)' Form ADV Part II or equivalent disclosure document, at the account inception. Separate and apart from East End's advisory fee, private money managers will charge the Client an advisory fee that is established and payable in accordance with the private money manager's Form ADV Part II or equivalent disclosure document.</p> <p>The annual fee for portfolio management services is billed monthly in arrears based on the asset value on the last day of the month. Fees will be assessed pro rata in the event the portfolio management agreement is executed at any time other than the first day of a month. On an annualized basis, the Firm's fees for portfolio management services, subject to negotiation, are based on the following fee schedules:</p> <p>Equity Accounts</p> <table><tr><th>Portfolio Size</th><th>Annualized Fee</th></tr><tr><td></td><td></td></tr><tr><td>\$0 to \$5,000,000</td><td>1.50%</td></tr><tr><td>\$5,000,001 to \$20,000,000</td><td>1.25%</td></tr><tr><td>Accounts over \$20,000,000</td><td>1.00%</td></tr></table> <p>Fixed Income Accounts</p> <table><tr><th>Portfolio Size</th><th>Annualized Fee</th></tr><tr><td></td><td>Securities</td></tr><tr><td>\$0 to \$1,000,000</td><td>1.00%</td></tr><tr><td>Accounts over \$1,000,000</td><td>0.50%</td></tr></table> <p>Long/Short Strategy Accounts are billed at a rate of 2.50% per annum.</p> <p>At its discretion, the Firm may allow accounts of members of the same household to be aggregated for purposes of determining the advisory fee. The Firm may allow such aggregation, for example, where the Firm services accounts on behalf of minor children of current Clients, individual and joint accounts for a spouse, and other types of related accounts. This consolidation practice is designed to allow Clients the benefit of an increased asset total, which could potentially cause the accounts to be assessed a reduced advisory fee based on the breakpoints available in the Firm's fee schedule as stated above.</p> <p>The Firm will either invoice the Client for the payment of its management fees or payment will be made by the qualified custodian holding the Clients' funds and securities provided that the following requirements are met:</p> <ul style="list-style-type: none">▪ The Client provides written authorization permitting the fees to be paid directly from the Client's account held by the custodian. The Firm does not have access to Client funds for payment of fees without Client consent in writing.▪ The Firm sends the Client an invoice showing the amount of the fee, the value of the assets on which the fee is based, and the specific manner in which the fee was calculated.▪ The custodian agrees to send the Client a statement, at least quarterly, indicating all amounts dispersed from the account including the amount of the advisory fee paid	Portfolio Size	Annualized Fee			\$0 to \$5,000,000	1.50%	\$5,000,001 to \$20,000,000	1.25%	Accounts over \$20,000,000	1.00%	Portfolio Size	Annualized Fee		Securities	\$0 to \$1,000,000	1.00%	Accounts over \$1,000,000	0.50%
Portfolio Size	Annualized Fee																		
\$0 to \$5,000,000	1.50%																		
\$5,000,001 to \$20,000,000	1.25%																		
Accounts over \$20,000,000	1.00%																		
Portfolio Size	Annualized Fee																		
	Securities																		
\$0 to \$1,000,000	1.00%																		
Accounts over \$1,000,000	0.50%																		

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:

East End Wealth Management

SEC File Number:

801- N/A

Date:

02/25/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: East End Group, Inc.		IRS Empl. Ident.No.: 11-3475937
Item of Form (identify)	Answer	
Item 1.D. (continued)	<p>directly to the Firm.</p> <p>If the disclosure brochure - Part II of the Form ADV - is not delivered to the Client within 48 hours prior to the Client entering into the portfolio management agreement, the Client may terminate the portfolio management agreement within five business days of the date of acceptance without penalty. If the Client received the disclosure documents 48 hours in advance or if the five-day grace period has expired, either party may terminate the agreement upon written notice to the other party. No refunds are applicable as fees are paid in arrears.</p> <p>General Information on Advisory Services and Fees The fees charged are calculated as described above and are not charged on the basis of a share of capital gains upon or capital appreciation of the funds, or any portion of the funds of an advisory Client.</p> <p>East End shall never have custody of any Client funds or securities, as the services of a qualified and independent custodian will be used for these asset management services.</p> <p>East End does not represent, warrant, or imply that the services or methods of analysis employed by East End can or will predict future results, successfully identify market tops or bottoms, or insulate Clients from losses due to market corrections or declines.</p> <p>Advice offered by East End may involve investments in mutual funds. Clients are hereby advised that all fees paid to East End for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. Further, there may be transaction charges involved with purchasing or selling of securities. East End does not share in any portion of the brokerage fees/transaction charges imposed by the custodian holding the Client funds or securities. East End's policy is to disclose all fees and to assist our Clients in understanding them. However, the Client should review all fees charged by mutual funds, East End, and others to fully understand the total amount of fees to be paid by the Client.</p>	
Item 3.L.	<p>TYPES OF INVESTMENTS East End may provide advice about any type of investment held in a Client's portfolio at the inception of the advisory relationship, and may explore other investment options at the Client's request.</p>	
Item 5.	<p>EDUCATION AND EXPERIENCE REQUIREMENTS IARs of East End must meet all examination or experience requirements of the states/jurisdictions in which the individual provides advisory services.</p>	
Item 6.	<p>EDUCATION AND BUSINESS BACKGROUND Steven Joseph Kaczmarek <i>Year of Birth:</i> 1958 <i>Formal Education:</i></p> <ul style="list-style-type: none">• New York University, B.A., Economics. <p><i>Business Background for the Previous Five Years:</i></p> <ul style="list-style-type: none">• East End Wealth Management, President, 01/1999 – Present.• Legend Merchant Group, Inc., Managing Director, 01/2006 to 06/2008.• Invest Financial Corporation, Registered Representative, 07/2005 to 01/2006.	

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:

East End Wealth Management

SEC File Number:

801- **N/A**

Date:

02/25/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: East End Group, Inc.		IRS Empl. Ident.No.: 11-3475937
Item of Form (identify)	Answer	
Item 6. (continued)	<ul style="list-style-type: none">• 21st Century Financial Services, Inc., Registered Representative, 05/2004 to 07/2005.• Pruco Securities, LLC, Registered Representative, 09/2003 to 04/2004.• Schonfeld Securities, LLC, Registered Representative, 06/1996 to 05/2003. <p>Leon Gaudiosi <i>Year of Birth:</i> 1943 <i>Formal Education:</i></p> <ul style="list-style-type: none">• NYC Community College, Associate Degree in Graphic Arts.• Adelphi University, B.S., Management and Communications. <p><i>Business Background for the Previous Five Years:</i></p> <ul style="list-style-type: none">• East End Wealth Management, Investment Adviser Representative, 08/2009 – Present.• Retired from the Graphic Arts (printing) business in 1998.	
Item 7.A., B. & C.	<p>OTHER BUSINESS ACTIVITIES</p> <p>East End is a licensed insurance agency with the State of New York. In addition, Steven Kaczmarek, President of the Firm is licensed to sell insurance products of various types through East End. Mr. Kaczmarek will receive compensation in the form of commissions for the sale of insurance products. Advisory Clients are advised that they have total freedom to implement recommendations through any insurance agent or company of their choosing. Mr. Kaczmarek spends less than 10% of his professional time in his capacity as an insurance agent.</p>	
Item 9.E.	<p>PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS</p> <p>East End has adopted a Code of Ethics, the full text of which is available to Clients and prospective Clients upon request. East End strives to comply with all applicable laws and regulations governing its practices. Therefore, East End has set forth guidelines for professional standards of conduct for its associated persons, the goal of which is to protect Client interests at all times and to demonstrate its commitment to its fiduciary duties of honesty, good faith, and fair dealing with Clients. All associated persons are expected to adhere strictly to these guidelines. Associated persons are required to report any violations of East End's Code of Ethics. Additionally, East End maintains and enforces written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about Clients or their account holdings by East End or any associated person.</p> <p>Privacy Policies</p> <p>The Firm views protecting its customers' private information as a top priority and, pursuant to the requirements of the Gramm-Leach-Bliley Act, the Firm has instituted policies and procedures to ensure that customer information is kept private and secure.</p> <p>The Firm does not disclose any nonpublic personal information about its customers or former customers to any non-affiliated third parties, except as permitted by law. In the course of servicing a Client's account, the Firm may share some information with its service providers, such as transfer agents, custodians, broker-dealers, accountants, and lawyers.</p> <p>The Firm restricts internal access to nonpublic personal information about the Client to those employees who need to know that information in order to provide products or services to the Client. As emphasized above, it has always been and will always be the Firm policy never to sell information about current or former customers or their accounts to anyone. It is also the Firm's policy not to share information unless required to process a</p>	

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

**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
East End Wealth Management	801- N/A	02/25/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: East End Group, Inc.		IRS Empl. Ident.No.: 11-3475937
Item of Form (identify)	Answer	
	transaction, at the request of a customer, or as required by law.	
Item 11.A. & B.	<p>A copy of the Firm privacy policy notice will be provided to each Client prior to, or contemporaneously with, the execution of the advisory agreement. Thereafter, the Firm will deliver a copy of the current privacy policy notice to its Clients on an annual basis.</p> <p>REVIEW OF ACCOUNTS/ REPORTS TO CLIENTS Steven Kaczmarek, President, will monitor Client accounts on a continuous basis and will conduct formal reviews at least annually. Triggering factors that may stimulate an additional review include but are not limited to significant market volatility, changes in the Client's investment objectives and/or developments with underlying asset managers/investment vehicles. Clients will receive statements directly from their account custodian(s) at least quarterly. Additionally, there will be a monthly newsletter to Clients compiled by Mr. Kaczmarek that will address overall market performance in relation to Client portfolio performance.</p>	
Item 12.A. (1), (2)	<p>INVESTMENT OR BROKERAGE DISCRETION Clients generally grant East End complete discretion over the selection and amount of securities to be purchased or sold for their account without obtaining their prior consent or approval. However, East End's investment authority may be subject to specified investment objectives, guidelines and/or conditions imposed by the Client. For example, a Client may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry. Where East End enters into non-discretionary arrangements with Clients, the Firm will obtain Client approval prior to the execution of a trade.</p>	
Item 12.B.	<p>SUGGESTION OF BROKERS East End will recommend that securities be purchased through facilities of TD Ameritrade Institutional, a division of TD Ameritrade, Inc., member FINRA/SIPC, among others.. TD Ameritrade is an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment advisers, services that include custody of securities, trade execution, clearance and settlement of transactions. East End receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 13.A. below). East End and/or Advisory Representatives of East End may receive benefits such as assistance with conferences and educational meetings from product sponsors.</p> <p>In selecting a broker dealer East End will endeavor to select those brokers or dealers that will provide the best services at the lowest commission rates possible. The reasonableness of commissions is based on several factors, including the broker's ability to provide professional services, competitive commission rates, volume discounts, execution price negotiations, and other services.</p> <p><i>Directed Brokerage</i> Some Clients may instruct East End to use one or more particular brokers for the transactions in their accounts. Clients who may want to direct the Firm to use a particular broker-dealer should understand that their direction may prevent the Firm from aggregating orders with other Clients or from effectively negotiating brokerage compensation on their behalf, and they may even prevent the Firm from obtaining the most favorable net price and execution. Thus, in directing brokerage business, those Clients should consider whether the commission expenses, execution, clearance, and settlement capabilities, they will</p>	

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

**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
East End Wealth Management	801- N/A	02/25/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: East End Group, Inc.		IRS Empl. Ident.No.: 11-3475937
Item of Form (identify)	Answer	
Item 13.A.	<p>obtain through their directions are adequately favorable in comparison to those that East End would otherwise obtain for its Clients to justify their direction of brokerage business.</p> <p>ADDITIONAL COMPENSATION</p> <p>As disclosed under Item 12.B. above, East End participates in TD Ameritrade's institutional customer program and it may recommend TD Ameritrade to Clients for custodial and brokerage services. There is no direct link between the Firm's participation in the program and the investment advice it gives to its Clients, although the Firm receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving adviser participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to East End by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by the Firm's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit East End but may not benefit its Client accounts. These products or services may assist the Firm in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help East End manage and further develop its business enterprise. The benefits received by the Firm or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to Clients, the Firm endeavors at all times to put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits by East End or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the Firm's choice of TD Ameritrade for custody and brokerage services.</p> <p>MISCELLANEOUS</p> <p><i>Proxy Voting</i></p> <p>The Firm will not vote proxies on behalf of advisory Clients' accounts. However, on occasion, and at the Client's request, the Firm may offer Clients advice regarding corporate actions and the exercise of proxy voting rights.</p> <p><i>Class Action Lawsuits</i></p> <p>From time to time, securities held in the accounts of Clients will be the subject of class action lawsuits. The Firm has no obligation to determine if securities held by the Client are subject to a pending or resolved class action lawsuit. It also has no duty to evaluate a Client's eligibility or to submit a claim to participate in the proceeds of a securities class action settlement or verdict. Furthermore, the Firm has no obligation or responsibility to initiate litigation to recover damages on behalf of Clients who may have been injured as a result of actions, misconduct or negligence by corporate management of issuers whose securities are held by Clients.</p>	

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