

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

OMB Number: ... 3235-0049

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Hours per response 4.32

Name of Investment Adviser:

Wealth Planning Concepts, LLC

Address: (Number and Street) (City) (State) (Zip Code)

15245 Shady Grove Road, Suite 355 South, Rockville, MD 20850

Area Code: Telephone

(240) 386-8413

This part of Form ADV give 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:

Wealth Planning Concepts, LLC

SEC File Number:

801-70997

Date:

7/13/2010

Definitions for Part II

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

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 instructions below.) Percentages are estimates

Applicant: Wealth Planning Concepts, LLC

- | | | | | |
|-------------------------------------|-----|--|-----------|---|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services..... | <u>70</u> | % |
| <input type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services..... | _____ | % |
| <input checked="" type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above..... | <u>10</u> | % |
| <input type="checkbox"/> | (4) | Issues periodicals about securities by subscription..... | _____ | % |
| <input type="checkbox"/> | (5) | Issues special reports about securities not included in any service described above..... | _____ | % |
| <input type="checkbox"/> | (6) | Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities..... | _____ | % |
| <input checked="" type="checkbox"/> | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities..... | <u>20</u> | % |
| <input type="checkbox"/> | (8) | Provides a timing service..... | _____ | % |
| <input type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above..... | _____ | % |

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

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

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

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

- | | |
|---|--|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input 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).

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Applicant:
Wealth Planning Concepts, LLC

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

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

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

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

- | | |
|---|--|
| (1) <input checked="" 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 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 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 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 type="checkbox"/> Option writing, including covered options,
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 | |

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Applicant:
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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
- 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 checked="" type="checkbox"/> (1) broker-dealer | <input type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input 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.)

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Applicant:

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SEC File Number:

801-70997

Date:

7/13/2010

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.

Reviews are conducted on accounts and attempted to be conducted with clients at least semi-annually. Clients may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place. Levels of reviews vary depending on client needs at the time of review as well as changes in the financial status or position (tax status or otherwise), financial goals, current market conditions, performance standards, suitability changes, and age, among other things. Matthew Zukergood, Managing Member, sets the review guidelines and structure for the managed accounts, Matthew Zukergood and Charles Tennes, CFA, perform evaluations of the holdings in the model portfolios on a quarterly basis. Generally, Matthew Zukergood and Charles Tennes monitor for changes or shifts in the economy, changes in the management of a mutual fund or other securities utilized in accounts, and market shifts and corrections as related to the managed accounts. Each individual representative is responsible for monitoring his or her individual client accounts, and accounts are to be monitored at least quarterly or based on current market conditions.

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

Clients are provided with account statements by their custodian reflecting their holdings and the transactions occurring in the client's account at least on a quarterly basis. Clients are provided with confirmation for each securities transaction executed in the client's account.

Clients are advised that they should notify their Advisory Representative promptly of any changes to the client's financial goals, objectives or financial situation. Such changes may require Advisory Representative to review the client's portfolio and make recommendations for adjustments.

Applicant:
Wealth Planning Concepts, LLC

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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?.....
- (2) amount of the securities to be bought or sold?.....
- (3) broker or dealer to be used?.....
- (4) commission rates paid?.....

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

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

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

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

Yes	No
<input checked="" type="checkbox"/>	<input type="checkbox"/>
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 of Schedule G if applicant:

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

Has applicant provided a Schedule G balance sheet?.....

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

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

Applicant:	SEC File Number:	Date:
Wealth Planning Concepts, LLC	801-70997	7/13/2010

(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 1 of Form ADV: Wealth Planning Concepts, LLC	IRS Empl. Ident No.: 27-1347983
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Item of Form (identify)	Answer																								
Item 1D	<p>Wealth Planning Services, LLC is referred to herein as “WPC.” Associated persons of WPC are referred to herein as “Advisory Representatives.”</p> <p><u>Advisory Services</u> WPC gathers information on a client's financial history, goals, objectives, and financial concerns and assists client in developing an asset allocation strategy. All information gathered from a client is confidential. Clients establish an account and deposit cash, cash equivalents and securities.</p> <p>Individual needs of the clients are considered and clients have six (6) model managed portfolios. Model portfolios are comprised of advisor class shares of mutual funds. WPC will manage the model accounts on a continuous basis. WPC may utilize unaffiliated third parties as subadvisors for the model portfolios. Clients are advised that a client's account may be similar to multiple other clients with the same investment objective and the same model portfolio. The client's Advisory Representative assists the client in selecting a model(s) suitable for WPC to buy and sell securities as deemed appropriate by WPC. Clients may contact WPC at any time to discuss their account and may set restrictions and limitations on their account. Clients are advised that transactions in the account, account reallocations and rebalancing may trigger a taxable event for the client, with the exception of IRA accounts, 403(b) accounts and other qualified retirement accounts.</p> <p>WPC does not maintain custody of client's funds or securities with the exception of WPC having the client's authorization to withdraw WPC's advisory fee from the client's account. Custodial services for the Managed Account are provided through the custodian selected by WPC.</p> <p><u>Fee Schedule</u></p> <p>Fees are charged in accordance with the schedule below:</p> <table><tr><th colspan="2"><u>Account Size</u></th><th colspan="2"><u>Maximum Annual Fee</u></th></tr><tr><td>From \$0</td><td>to</td><td>\$99,999</td><td>2.25%</td></tr><tr><td>From \$100,000</td><td>to</td><td>\$499,999</td><td>2.00%</td></tr><tr><td>From \$500,000</td><td>to</td><td>\$999,999</td><td>1.75%</td></tr><tr><td>From \$1,000,000</td><td>to</td><td>\$5,000,000</td><td>1.50%</td></tr><tr><td>Above \$5,000,000</td><td></td><td></td><td>1.25%</td></tr></table> <p>Clients are not charged a commission or transaction fee for the purchase of advisor class shares of mutual funds. However, in addition to the advisory fees above, clients may pay fees for custodial services, account maintenance fees, and other fees associated with maintaining their account. WPC does not share in any portion of such fees. Client may also pay their proportionate share of the mutual fund's management and administrative fees and sales charges as well as the mutual fund advisor's fee of any fund they purchase. Such fees are not shared with WPC and are compensation to the fund-manager. Clients are encouraged to read the mutual fund prospectus prior to investing.</p> <p>As an exception, clients are allowed to occasionally purchase or sell individual equity securities in their advisory accounts. Clients do not pay transaction fees for such transactions as long as they are few and infrequent in nature. These transaction fees are paid by WPC, but are not a part of the regular program.</p>	<u>Account Size</u>		<u>Maximum Annual Fee</u>		From \$0	to	\$99,999	2.25%	From \$100,000	to	\$499,999	2.00%	From \$500,000	to	\$999,999	1.75%	From \$1,000,000	to	\$5,000,000	1.50%	Above \$5,000,000			1.25%
<u>Account Size</u>		<u>Maximum Annual Fee</u>																							
From \$0	to	\$99,999	2.25%																						
From \$100,000	to	\$499,999	2.00%																						
From \$500,000	to	\$999,999	1.75%																						
From \$1,000,000	to	\$5,000,000	1.50%																						
Above \$5,000,000			1.25%																						

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:
Wealth Planning Concepts, LLC	801-70997	7/13/2010

(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 1 of Form ADV: Wealth Planning Concepts, LLC	IRS Empl. Ident No.: 27-1347983
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Item of Form (identify)	Answer
Item 1D (Continued)	<p>II. Variable Annuity Subaccount Management</p> <p>WPC offers the management of variable annuities through the allocation, reallocation and rebalancing of sub-accounts. WPC uses model portfolios of sub-account funds developed by in-house analysts. WPC assists clients in determining their financial goals and objectives and assists clients in selecting a model suitable for their investment strategy.</p> <p>Clients are advised that a client's account may be similar to multiple other clients with the same investment objective and the same model portfolio. Clients grant WPC discretionary authorization for WPC to effect transfers between sub-account funds as deemed appropriate by WPC. Clients are advised that such authorization results in transfers between variable annuity sub-accounts without further authorization from the client. Clients may contact WPC at any time to discuss their account and may set restrictions and limitations on their account.</p> <p><u>Fee Schedule</u></p> <p>Client fees are payable quarterly, in advance, based on assets under management using the following fee schedule:</p> <p style="text-align: center;">The advisory fee is flat 1.25% per annum regardless of the account size.</p> <p>III. Financial Planning</p> <p>WPC offers financial, estate, education, and retirement planning services. WPC gathers financial information and history from client including, but not limited to, retirement and financial goals, investment objectives, investment horizon, financial needs, cash flow analysis, cost of living needs, education needs, savings tendencies, and other applicable financial information required by WPC in order to provide the investment advisory services requested. Based upon client's needs, WPC may prepare a written financial plan and/or asset allocation addressing client's needs.</p> <p>Financial plans are based on the client's financial situation at the time and are based on financial information disclosed by the client to WPC. Clients are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. However, past performance is in no way an indication of future performance. WPC cannot offer any guarantees or promises that client's financial goals and objectives will be met. Further, client must continue to review any plan and update the plan based upon changes in the client's financial situation, goals, or objectives or changes in the economy. Should client's financial situation or investment goals or objectives change, the client must notify WPC promptly of the changes. Clients are advised that the advice offered by WPC may be limited and is not meant to be comprehensive. Therefore, a client may need to seek the services of other professionals such as an insurance advisor, attorney and/or accountant.</p> <p><u>Financial Planning Fee Schedule and Termination Provision</u></p> <p>WPC offers advisory services based on an hourly fee of \$300 per hour. Fees are negotiable at the sole discretion of WPC and are based upon the complexity and level of services provided and the experience and qualifications of the Advisory Representative. Typically, clients are invoiced monthly or quarterly for all time spent by WPC as agreed upon by client. Generally, clients are provided a quote on the amount of time WPC anticipates is needed to provide the services requested by the client. Should additional time be needed, WPC notifies the client.</p> <p>Client may terminate hourly advisory services within five (5) business days after entering into the advisory agreement without penalty. After five (5) business days of entering into the advisory agreement, client may terminate upon WPC's receipt of client's written notice to terminate. Client will be responsible for any time spent by WPC in providing the client advisory services or analyzing the client's situation.</p> <p>Client is advised that fees for financial planning are strictly for financial planning services. Therefore, client may pay fees and/or commissions for additional services obtained such as asset management or products purchased such as securities or insurance.</p>

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

Applicant:	SEC File Number:	Date:
Wealth Planning Concepts, LLC	801-70997	7/13/2010

(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 1 of Form ADV: Wealth Planning Concepts, LLC	IRS Empl. Ident No.: 27-1347983
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Item of Form (identify)	Answer
Item 1D (Continued)	<p>ADVISORY FEES AND GENERAL DISCLOSURES</p> <p>Fees are negotiable at the sole discretion of WPC and are based on factors including, but not limited to the complexity and level of services provided, related accounts and experience and qualifications of the Advisory Representative. Certain clients may have engaged the services of WPC while lower fee schedules were in effect. Fees are not based on a share of capital gains upon or capital appreciation of the funds or any portion of the funds. Advisory fees are charged quarterly in advance based upon the value of the client's portfolio on the last business day of the calendar quarter. Accounts managed for a part of the quarter (i.e. accounts established during a quarter or closed during a quarter) will be charged a prorated portion of the advisory fees for the calendar quarter. Clients may make additions to the account or withdrawals from the account. In the event that additions to, or withdrawals from, an account are made during any given quarter, the applicable account fee will be adjusted on a pro rata basis.</p> <p>The advisory fees, payable upon initial implementation of the account, may be paid by client upon receipt of the invoice from WPC or collected directly from the account provided the client has given WPC written authorization. Advisory fees for all subsequent periods will then be charged to and collected directly from the client's Account. Clients will be provided with a fee invoice that identifies the advisory fee, the value of the account and how the fee was calculated. Additionally, clients will be provided with an account statement reflecting the deduction of the advisory fee. If the account does not contain sufficient funds to pay advisory fees, WPC has limited authority to sell or redeem securities in sufficient amounts to pay advisory fees. Client may reimburse the account for advisory fees paid to WPC, except for ERISA and IRA accounts.</p> <p>Clients may terminate investment advisory services obtained from WPC, without penalty, upon written notice within five (5) business days after entering into the advisory agreement with WPC. Client will be responsible for any fees and charges incurred by client from third parties as a result of maintaining the account such as transaction fees for any securities transactions executed and Account maintenance or custodial fees. Thereafter, client may terminate investment advisory services upon WPC's receipt of client's written notice to terminate services. In the event advisory services are terminated during a quarter, client will be refunded a pro-rate portion of the advisory fee for the quarter up to the date of termination.</p> <p>Advice offered by Advisory Representatives may involve investment in mutual funds. Mutual funds may carry loads (i.e. sales charges) that may be up-front or on a contingent deferred basis or be no-loads with no initial or contingent deferred sales charges. Fees paid to WPC for advisory services are separate from the fees and expenses charged to shareholders of mutual fund shares by the mutual fund companies. A complete explanation of fees and expenses charged by mutual funds is contained in each mutual fund's prospectus. Clients are advised that Advisory Representatives are registered representatives of H. Beck, Inc., a registered broker/dealer, member of the Financial Industry Regulatory Authority ("FINRA") and SIPC. Therefore, Advisory Representatives may have a conflict of interest in recommending mutual funds that carry a load since such mutual funds will pay Advisory Representatives a commission should the purchase be made through Advisory Representatives.</p> <p>Clients may purchase shares of mutual funds directly from the mutual fund issuer, its principal underwriter or a distributor without purchasing the services of WPC or paying WPC's advisory fee on such shares (but subject to any applicable sales charges.) Certain mutual funds are offered to the public without a sales charge. In the case of mutual funds offered with a sales charge, the prevailing sales charge (as described in the mutual fund prospectus) may be more or less than the applicable advisory fee. However, clients would not receive WPC's assistance in developing an investment strategy, selecting securities, monitoring performance of the account and making changes as necessary.</p> <p>A conflict of interest may exist between the interests of WPC and/or its Advisory Representatives and the interest of the client in that WPC and Advisory Representatives offer financial planning and investment advisory services for a fee and also offer various securities products for which they may be paid a commission. The securities products available through</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:	SEC File Number:	Date:
Wealth Planning Concepts, LLC	801-70997	7/13/2010

(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 1 of Form ADV: Wealth Planning Concepts, LLC	IRS Empl. Ident No.: 27-1347983
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Item of Form (identify)	Answer
Item 1D (Continued)	<p>WPC may be limited to certain products that have been reviewed and made available for offering through the broker/dealer with which Advisory Representatives may be registered representatives. Lower fees for comparable services may be available from other sources.</p> <p>Client is advised that the investment recommendations and advice offered by WPC are not legal advice or accounting advice. Client should coordinate and discuss the impact of financial advice with their attorney and/or accountant. Client is advised that it is necessary to inform WPC promptly with respect to any changes in the client's financial situation and investment goals and objectives. Failure to notify WPC of any such changes could result in investment recommendations not meeting the needs of the client.</p> <p>Because WPC's Advisory Representatives are dually registered agents of H. Beck and WPC, H. Beck has certain supervisory and administrative duties pursuant to the requirements of FINRA Conduct Rule 3040. In certain instances, H. Beck collects, as paying agent for WPC, the investment advisory fee due WPC from the account custodian. H. Beck retains a portion as an administrative charge to WPC (not the client) for the functions H. Beck is required to carry out by FINRA. H. Beck does not provide investment advisory services in connection with such programs.</p> <p>PROXY VOTING</p> <p>In general, WPC does not take any action or render any advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which client assets may be invested. In addition, WPC does not take any action or render any advice with respect any securities held in any accounts that are named in or subject to class action lawsuits. WPC will, however, forward to clients any information received by WPC regarding class action legal matters involving any security held in client accounts.</p> <p>CLEARING AND CUSTODIAL ARRANGEMENTS</p> <p>H. Beck/Pershing, LLC ("Pershing") may sponsor wrap programs, execute trades, settle securities transactions, and custody client assets on behalf of WPC clients. For further details concerning these arrangements, clients should refer to the respective Form ADV Part II, client agreements and/or other related disclosure documents.</p>
Item 5	<p><u>Education and Business Standards</u></p> <p>Advisory Representatives must be able to demonstrate prior experience in the area of business and investing. Additionally, Advisory Representatives must have obtained a passing score (generally, 70%) on the securities examinations required by the jurisdictions in which investment advisory business will be offered.</p>
Item 6	<p><u>Education and Business Background</u></p> <p>Matthew R. Zukergood Year of birth: 1960</p> <p><i>Education:</i> Albany State University - attended from 1978 to 1983</p> <p><i>Business Background:</i></p> <ul style="list-style-type: none"> • Wealth Planning Concepts, LLC, an investment advisor-position: Managing Member, Advisory Representative-11/2009 to Present • H. Beck, Inc., a broker/dealer-position: Registered Representative- 11/2009 to Present • Financial Concepts Unlimited, Inc., an investment advisor-position: President & CEO, Advisory Representative-05/1990 to 10/2005; Vice President & Advisory Representative- 11/2005 to 11/2009 • FSC Securities Corporation, a broker/dealer-position: Registered Representative-04/2004 to 11/2009 • Multi-Financial Securities Corporation (formerly IFG Network Securities, Inc.), a broker/dealer-position: Registered Representative-08/2002 to 04/2004 • H. Beck, Inc., a financial services company-position: Representative- 03/1991 to 08/2002

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

Applicant:	SEC File Number:	Date:
Wealth Planning Concepts, LLC	801-70997	7/13/2010

(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 1 of Form ADV: Wealth Planning Concepts, LLC		IRS Empl. Ident No.: 27-1347983
Item of Form (identify)	Answer	
Item 6 (Continued)	<p>Charles J. Tennes Year of birth: 1952</p> <p><i>Education:</i></p> <ul style="list-style-type: none"> University of Washington – 1980 Bachelor of Arts – Slavic Languages and Literature George Mason University – 1999 Master of Arts – International Trade and Commerce Chartered Financial Analyst (CFA) Designation <p><i>Business Background:</i></p> <ul style="list-style-type: none"> Consultant to Javelin Investments and Dow Jones Indexes – 2008 to Present KIT Fortis Investments – Head of Equities – 2007 to 2008 US Embassy – Director of Finance and Operations – 2005 to 2007 Alfa Capital – Chief Investment Officer – 2003 to 2005 Rydex Investments – Senior Vice President, Director of Portfolio – 1999 to 2003 	
Item 7C	<p><u>Other Business Activities</u></p> <p>Principals and other Advisory Representatives of WPC are also Registered Representatives of H. Beck, Inc., a registered Broker/Dealer, member of FINRA and SIPC. Advisory Representatives spend approximately 20% to 30% of their time offering securities products for a commission.</p> <p>Principals and other Advisory Representatives of WPC may be licensed with various insurance companies. Commissions may be earned if the insurance products are purchased through Advisory Representatives. Clients are under no obligation to purchase insurance products through Advisory Representatives. Advisory Representatives spend approximately 10% to 15% of their time offering insurance products and services.</p>	
Item 8C (1)	<p><u>Other Financial Industry Activities or Affiliations</u></p> <p>WPC must be affiliated with a broker/dealer per FINRA requirements. WPC is affiliated with H. Beck Inc (HBI). WPC is independent of and not owned in whole or in part by HBI.</p>	
Item 9B,E	<p><u>Participation or Interest in Client Transactions</u></p> <p>Related persons of the WPC may be Registered Representatives of H. Beck, Inc. (HBI), a registered broker/dealer member of FINRA and SIPC and a Registered Investment Advisor. Clients are under no obligation to purchase or sell securities through these related persons. However, if they choose to implement the plan, commission may be earned in addition to any fees paid for advisory services. The commissions may be higher or lower at HBI than other broker/dealers. Related persons may also use HBI as an Advisory Representative and may offer various fee-based services offered by HBI. Such related persons may receive a portion of advisory fees collected by HBI. Advisory Representatives may have a conflict of interest in having clients purchase securities and/or insurance related products through HBI in that the higher their production with HBI the greater potential for obtaining a higher pay-out on commissions earned. Further Advisory Representatives may be restricted to only offering those products that have been reviewed and approved for offering to the public through HBI.</p> <p>In addition, WPC permits employees to engage in personal securities transactions. The personal securities transactions by employees, directors and owners may raise potential conflicts of interest when such persons trade in a security that is 1) owned by a client or 2) considered for purchase or sale for a client. WPC has adopted policies and procedures that are intended to ensure that employees effect transactions for clients in a manner that is consistent with the fiduciary duty owed to clients and in accordance with applicable law. Employees who wish to purchase or sell securities of the types purchased or sold for clients may do so only in a manner consistent with WPC policies.</p>	

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Continuation Sheet for Form ADV Part II**

Applicant:	SEC File Number:	Date:
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

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Item of Form (identify)	Answer
Item 9B,E (Continued)	<p>CODE OF ETHICS</p> <p>WPC has a fiduciary duty to clients to act in the best interest of the client and always place the client's interests paramount. WPC takes seriously its compliance and regulatory obligations and requires all staff to comply with such rules and regulations as well as WPC's policies and procedures. Further, WPC strives to handle clients' non-public information in such a way as to protect information from falling into hands that have no business reason to know such information and provides clients with WPC's Privacy Policy. As such, WPC maintains a code of ethics for its Advisory Representatives, supervised persons (access persons), and staff. The Code of Ethics contains provisions for standards of business conduct in order to comply with federal securities laws, personal securities reporting requirements, and safeguarding of material non-public information about client transactions. Further, WPC's Code of Ethics establishes WPC's expectation for business conduct. A copy of WPC's Code of Ethics will be provided to any client or prospective client upon request.</p>
Item 10	<p><u>Conditions for Managing Accounts</u></p> <p>WPC Model Portfolios: It is the policy of Wealth Planning Concepts, LLC, that all new accounts must have a minimum balance of \$30,000.00 in order to be eligible for investment in and of the six (6) WPC Model Portfolios. This account minimum can be met in the form of cash and/or marketable securities. An exception to this rule will be made if an existing client has another household account whose balance exceeds \$30,000.00, in which case we will gladly accommodate him/her.</p>
Item 12A	<p><u>Discretionary Authority</u></p> <p>Clients may grant WPC the authority to determine the type and amount of securities to be bought and sold. However, WPC does not have the ability to withdraw funds from a client's account (other than to cause the debit of advisory fees) or to choose the broker/dealer to be used. Discretion includes the authority to affect the transaction of securities such as mutual funds, equities, bonds without prior consent of or notice to the client. Discretion does not include purchases on margin, options or futures. Client grants such authority to WPC by execution of the client agreement. Client may terminate discretionary authorization at any time upon receipt of written notice by WPC. Additionally, client is advised that:</p> <ol style="list-style-type: none"> 1) Client may set parameters with respect to when account should be rebalanced and set trading restrictions or limitations; 2) Advisory Representative must obtain written client consent to establish any mutual fund, variable annuity, or brokerage account; 3) WPC requires the use of Advisory Representative's broker/dealer for sales in commissionable mutual funds or variable annuities; 4) With the exception of deduction of WPC's advisory fees from the account, if client has authorized automatic deductions, WPC will not have the ability to withdraw client's funds or securities from the account.
Item 12B	<p>WPC must be affiliated with a broker/dealer per FINRA requirements. WPC is affiliated with HBI (broker/dealer), and is required by HBI to use Pershing, LLC as custodian.</p> <p>If clients want to use the services of WPC, and request assistance with trades or custody of securities, WPC must use Pershing to effect trades and to provide custodial services. WPC informs clients they are free to go to whatever broker/dealer they may wish, but if they want to use WPC, they must use HBI and Pershing. WPC is independently owned and operated and not affiliated with the broker/dealer. The broker/dealer provides WPC with access to institutional trading and custody services. The broker/dealer's services include brokerage, custody, research and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment. For WPC's client accounts maintained in their custody, the broker/dealer does not charge separately for custody, but may be compensated by account holders through other transaction-related fees for securities trades executed through the broker/dealer or that settle in their accounts.</p>

Schedule F of

Form ADV

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
Wealth Planning Concepts, LLC	801-70997	7/13/2010

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Item of Form (identify)	Answer
Item 12B (Continued)	<p>The broker/dealer also makes available to WPC other products and services that benefit WPC but may not benefit client accounts. Some of these other products and services assist WPC in managing and administering client accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution; provide research, pricing information and other market data; facilitate payment of WPC's fees from its clients' accounts; and assist with back-office functions, record-keeping and client reporting. Many of these products and services may be used to provide assistance to all or a substantial number of WPC's accounts, including accounts not maintained at or through the broker/dealer. The broker/dealer also makes available to WPC other services intended to help WPC manage and further develop its business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. In addition, the broker/dealer may make available, arrange and/or pay for these types of services rendered to WPC by independent third parties. The broker/dealer may discount or waive fees otherwise charged for some of these services or pay all or a part of the fees of a third party providing these services to WPC.</p> <p>Notwithstanding such direct and indirect compensation, WPC strives to serve the best interest of its clients. WPC does not warrant or represent that commission for transactions implemented through the broker/dealer are lower than commissions available if clients use another brokerage firm. Clients are informed they may find broker/dealers other than HBI with fees that are higher or lower than those charged by HBI. WPC believes, however, that the overall level of services and support provided to clients by WPC outweighs the potentially lower transactions cost available under other brokerage arrangements.</p> <p>WPC does not aggregate brokerage orders for clients. WPC manages each portfolio on an individual basis using a strategic and tactical asset allocation strategy. WPC believes that this individual attention to client portfolios offsets the benefits from cost saving on execution that might be lost by not aggregating orders.</p>
Item 13A	<p><u>Additional Compensation</u></p> <p>WPC's primary business is as an Investment Advisor. WPC representatives spend much of their time in this capacity. However, officers and associated persons of WPC are also registered representatives of HBI and licensed insurance agents. In this capacity, they may facilitate the purchase and/or sale of insurance products, mutual funds, securities and other investment products for their clients, who may or may not have an advisory fee agreement with WPC. WPC representatives may receive compensation for these non-advisory services that they may provide. Such compensation would be in addition to the advisory and other fees that WPC may receive.</p> <p>Advisory Representatives who are Registered Representatives may receive trail commissions (i.e., 12b-1 fees) for a period of time. Load and no-load mutual funds may pay annual distribution charges, sometimes referred to as 12b-1 fees. 12b-1 fees come from fund assets, therefore indirectly from client assets. 12b-1 fees may be initially paid to HBI and a portion passed to the Advisory Representatives. The receipt of such fees could represent an incentive for Advisory Representatives to recommend funds with 12b-1 fees over funds that have no fees or lower fees. As a result, there is a potential conflict of interest. Advisory Representatives may receive benefits such as assistance with conferences and educational meetings from product sponsors.</p> <p>Mutual funds purchased or sold in broker/dealer accounts may generate transaction fees that would not exist if the purchase or sale were made directly through the mutual fund company. Mutual funds held in broker/dealer accounts also charge management fees. These mutual fund management fees may be more or less than the mutual fund management fees charged if the client held the mutual fund directly with the mutual fund company. These management fees are in addition to the management fee charged by WPC.</p> <p>WPC may, from time to time, recommend to clients investment products, including mutual funds, variable and fixed annuities, and other insurance products sponsored by third party insurance carriers and their affiliates. Such recommendations might be deemed to create a conflict of interest because they may result in an increase in compensation for WPC and/or WPC affiliates.</p>

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

Applicant:	SEC File Number:	Date:
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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 Part 1 of Form ADV: Wealth Planning Concepts, LLC	IRS Empl. Ident No.: 27-1347983
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Item of Form (identify)	Answer
Item 13A (Continued)	<p>WPC may recommend HBI/Pershing for the execution and settlement of client transactions and custody of their assets. WPC receives products and services from this broker/dealer, including software to enable direct electronic downloading of client account information, electronic trading, and access to investment research and information provided by broker/dealers. Clients do not pay higher commissions as a result of these products and services furnished by the broker/dealer to WPC. WPC earns no commissions on transactions in Pershing accounts. Other charges for services to clients by the broker/dealer may be more or less than other broker/dealers not recommended by WPC charge for comparable services. Clients are not required to use a specific broker/dealer to retain the services of WPC.</p> <p>Referral Fees</p> <p>WPC may enter into written compensation agreements with certain unaffiliated investment advisor representatives and professionals such as CPAs, attorneys, etc. WPC may pay these persons a percentage of the fee paid to it by clients that are determined to have become clients as a result of such individual's direct or indirect efforts. These payments may be a portion of the fee charged by WPC and may not result in an increase in the amount of the fee paid by clients. Any solicitation or referral arrangements will comply with applicable laws that govern 1) the nature of the service, 2) fees to be paid, 3) disclosures to clients, and 4) any necessary client consents.</p>