

FIRM BROCHURE
(Part 2A of Form ADV)

RICHARD WEISBERG FINANCIAL ADVISORS, INC.

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This brochure provides information about the qualifications and business practices of Richard Weisberg Financial Advisors, Inc. (“RWFA”). If you have any questions about the contents of this brochure, please contact us at: (847) 948-9051, or by email at: rweisberg_332@msn.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Richard Weisberg Financial Advisors, Inc. also is available on the SEC’s website at www.adviserinfo.sec.gov.

December 2, 2010

This brochure is the initial brochure prepared and issued by RWFA and provides information about the qualifications and business practices of RWFA.

Richard Weisberg Financial Advisors, Inc.
December 2, 2010

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Please retain a copy of this brochure for your records.

Advisory Business

Firm Description and Principal Owner.

Richard Weisberg Financial Advisors, Inc. is an Illinois corporation formed in November, 2010. Mr. Richard Weisberg, born in 1959, is the sole-shareholder, director and President of RWFA. After twenty-six years with Goldman Sachs, Mr. Weisberg retired from his position as Vice President – Wealth Management in February, 2010. Mr. Weisberg graduated from Washington University in 1981 where he earned a Bachelor of Business Administration degree and received a Master of Business Administration degree from New York University in 1983.

Types of Advisory Services

RWFA is an investment advisory firm providing investment strategies tailored to each client, including allocation strategies among various asset classes, including, fixed income, cash, equities, fixed income, derivatives and alternative investments, including private equity, real estate, partnership and hedge funds. In addition, RWFA provides asset allocation advice with respect to investment strategies within each asset class, including recommendations as to selection of securities and managers.

Tailored Relationships

RWFA tailors each investment strategy to the goals and objectives of each client. Clients can impose restrictions and/or directions on both asset classes and securities selection through written direction to RWFA.

Asset Management

RWFA does not currently have any assets under management. RWFA projects to have in excess of \$150,000,000 under management on a discretionary basis within 120 days of the date of this brochure.

Fees and Compensation

Description

Compensation for services provided by RWFA is fee-based and is, at the election of the client, either (i) a negotiated, fixed-dollar amount; or (ii) a fee based on a percentage of the total assets under management, based on the following compensation schedule:

Assets:	Fee:
\$0-\$5MM	30 basis points
\$5MM-\$20MM	25 basis points
\$20MM+	20 basis points

Fee Billing

Clients are billed directly for the applicable fees on a quarterly basis; fees are not deducted directly from the client's assets.

Other Fees

Clients pay commission to third-party brokers in connection with the purchase and sale of mutual funds. In addition, clients pay commissions to third-party brokers in connection with the purchase and sale of securities incurred as a result of transactions.

Performance-Based Fees and Side-By-Side Management

RFWA does not charge or accept fees based on a share of capital gains on or capital appreciation of the assets under management.

Types of Clients

RFWA provides services to High Net-Worth individuals, trusts and foundations.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Investment strategies are based on fundamental analysis and research, including review and analysis of historical performance of the asset class and securities, management stability and consistency, in addition to the relative performance of the managers and

securities, including such managers' approach to the investment process. In performing its analysis, RWFA relies on its own independent research, as well as research information provided by selected brokers and/or firms (see "Brokerage Practices" on Page 4 below).

Risk of Loss

Every asset class entails risk. Cash, although the most liquid assets, can be subject to loss of principal. Fixed income is subject to both credit risk and interest rate risk. Equities have principal risk and liquidity risk based on the performance of the underlying company. Alternative investments have both principal and liquidity risk. Real Estate partnerships and private equity do not have secondary markets and are illiquid; performance is also volatile and longer term in nature.

Disciplinary Information

Neither RWFA nor Mr. Weisberg are, or have been, involved in a legal or disciplinary event.

Other Financial Industry Activities and Affiliations

Neither RWFA nor Mr. Weisberg are registered, or have an application pending to register, as a broker-dealer (or a registered representative of a broker-dealer), futures commission merchant, commodity pool operator, commodity trading advisor or an association person of the foregoing entities.

Neither RWFA nor Mr. Weisberg are affiliated with, or have a relationship or arrangement with any professional that poses a conflict of interest with clients.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

RWFA is committed to the highest standards of ethical business conduct and adheres to a Code of Ethics pursuant to Rule 204A-1 under the Investment Advisers Acts of 1940. RWFA's Code of Ethics is intended to establish standards necessary to promote compliance with applicable governmental laws, rules and regulations and honest and ethical conduct and is designed to ensure, among other things, that RWFA conducts its activities in a manner where client's interests are placed first and foremost and are consistent with the law. A copy of the Code is available, free of charge, upon request.

Personal Trading

Mr. Weisberg invests in securities for his personal account in a variety of asset classes. In the event Mr. Weisberg invests in the same securities that are recommended to clients, RWFA ensures that the client always receives the most-favorable price.

Brokerage Practices

Selecting Brokerage Firms

The selection of brokers to execute transactions is based on price, execution and delivery of services, including research provided by such broker and/or firm. Transactions may be directed to brokers that provide research free of charge to RWFA and not on the basis of most favorable execution.

Review of Accounts

Periodic Reviews

Client portfolio reviews occur on a quarterly basis or more frequently upon request of the client. Reviews are conducted by Mr. Weisberg and include, but are not limited to, review of performance, allocation and recommendations relating to changes as necessary.

Regular Reports

Written reports are provided to clients on a monthly basis. The reports provide asset allocation analysis and performance results, as available.

Client Referrals and Other Compensation

RWFA does not receive compensation from anyone who is not a client for providing investment advice or other advisory services to its clients. RWFA does not compensate any person or company for client referrals.

Custody

RWFA does not maintain custody of client's funds or securities.

Investment Discretion

Unless otherwise directed by the client in writing, RWFA maintains discretionary authority over asset allocation strategy and management of securities accounts including the ability to determine the securities to be bought or sold for a client's account, the broker or dealer to be used for the purchase or sale of securities for a client's account and the commission rates to be paid to a broker or dealer for a client's securities transactions. Discretion will be executed through a trading authority documents provided by a broker-dealer or lawyer.

Clients can impose restrictions and/or directions on both asset classes and securities selection through written direction to RWFA.

Voting Client Securities

RWFA does not accept authority to vote client securities.

Financial Information

A balance sheet is it not attached for RWFA's most recent fiscal year because it does not have custody of client funds or securities, or require prepayment of more than \$1,200 in fees per client for six or more months in advance.

Requirements for State-Registered Advisers

RWFA is not registered with any state securities authority.