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March 11, 2011

FORM ADV PART 2A. BROCHURE

This brochure provides information about the qualifications and business practices of Novos Planning Associates, Inc. If you have any questions about the contents of this brochure, please contact us at 212-355-1806. 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 Novos Planning Associates, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Novos Planning Associates, Inc. is 114673.

Novos Planning Associates, Inc. is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

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Advisory Business

Form ADV Part 2A, Item 4

Novos Planning Associates, Inc.'s registration was granted by the United States Securities and Exchange Commission on May 20, 1988. Madeline Isaacs Noveck (CRD Number 1084857) owns one hundred (100%) percent of the equity of the firm and is the firm's President and Chief Compliance Officer. The firm is not publicly owned or traded. There are no indirect owners of the firm. The firm manages each client's portfolio on an individualized basis. Clients may impose restrictions on their accounts. The firm does not sponsor any wrap programs. As of December 31, 2010, the firm managed assets on a nondiscretionary basis in the amount of \$92,795,220 representing 65 accounts.

The firm is a full service financial planning firm which provides advice to clients concerning cash management (budgeting, cash flow, and debt analysis.), risk management (including personal and property and casualty insurance), investments (asset accumulation, asset allocation, portfolio strategy and management), tax planning, employee benefit planning, retirement planning, estate planning, and other related personal financial services. The applicant may work with the client to develop a comprehensive financial plan or to provide one or several of the services mentioned above.

Analysis and recommendations will be based on the client's financial situation and personal objectives as determined through the client's documents submitted and personal interviews with the client and on current economic and tax factors. The firm does not provide legal or tax advice and will consult, as needed, with the client's own attorney and accountant on legal and tax matters relating to a financial plan.

Fees and Compensation

The fee for financial planning services is at an hourly rate of \$300. A deposit of \$1,000 to \$1,500 is due on signing the engagement letter. Subsequent fees are payable monthly and on completion.

Ongoing monitoring of investments and overall financial progress, updates, and consultations are provided as requested by the client and are billed at \$300 per hour. They may also be provided on contractual agreement based on complexity of assets and on individual time requirements, with a minimum of \$3,000 per year. A full year contract fee is negotiable.

Full investment advisory services are offered to planning clients for an annual fee based on a percentage of assets under management with a minimum period of one year and a minimum fee of \$5,000. Fees are payable quarterly in advanced based on assets at the start of the quarter and calculated at 1% of the first \$1M plus .75% of the next \$1M, plus .6% of the balance. An additional .25% is charged in the first year of asset management. Additional fees maybe applicable for extremely complex transfers and portfolio realignments; these fees may be negotiable based on the time required for servicing.

Compensation is paid for services provided. All contractual services may be terminated upon written notice by either party within the first five business days without penalty. Thereafter, the client will incur a pro rata charge for advice and service actually rendered prior to such termination. Investment advisory services may be terminated only at the end of a quarter with 30 days prior written notice.

Clients who purchase a mutual fund are advised that they will also pay an advisory fee to the fund. The advisor does not share in that fee.

Performance-Based Fees and Side-By-Side Management

Form ADV Part 2A, Item 6

None.

Types of Clients

Form ADV Part 2A, Item 7

Types of clients are individuals, pension plans, profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities.

Methods of Analysis, Investment Strategies and Risk of Loss

Form ADV Part 2A, Item 8

For financial planning, we collect data that is both quantitative and qualitative – values, history, family matters, personal goals, preferences, and risk profile and risk tolerance. Qualitative considerations may influence our planning recommendations and our personalized investment management.

The choice of investment vehicles and individual securities is based primarily on fundamental analysis with consideration of, among other data, earnings, balance sheet variables and valuation metrics. Management quality is considered of major importance. Technical analysis is used in addition. Data we review is generally considered reliable but we cannot guarantee nor have we verified its accuracy. In addition, the data that we review is sometimes subjective in nature and open to interpretation. Even if our data and interpretation of the data is correct, there may be other factors that determine the value of securities other than those considered in Fundamental Analysis.

The investment strategies used result in long term purchases which are securities generally held at least a year.

Investing in securities involves risk of loss that you should be prepared to bear.

Disciplinary Information

Form ADV Part 2A, Item 9

None.

Other Financial Industry Activities and Affiliations

Form ADV Part 2A, Item 10

Madeline I. Noveck is an independent life insurance broker. As such, she can sell the insurance products of a number of life insurance companies to clients on a commissionable basis and may do so for up to five (5%) percent of her time.

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

Form ADV Part 2A, Item 11

The firm has adopted a written Code of Ethics in compliance with SEC rule 204A-1. The code sets forth standards of conduct and requires compliance with federal and state securities laws. Our code also addresses personal securities trading and requires our personnel to report their personal securities holdings and transactions. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

Employees of the firm may own, purchase or sell same or similar securities as those of the client. This is disclosed prior to the signing of the Financial Advisory and/or Investment Management Agreement. In addition, the firm uses best efforts execution to make sure that the terms of the client's transactions involving such securities are at least as favorable as those which the employee participates in. In the unlikely event that the interests of the employee's account would happen to correspond with an advisory client's interests, full disclosure would be made to such client at once. Records will be maintained of all securities bought or sold by the employee and will be available for client inspection upon request should it be determined by the firm that any potential conflict of interest may exist.

It is the express policy of the firm that no person employed by the firm may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

As these situations may represent a conflict of interest, the firm has established the following restrictions in order to ensure its fiduciary responsibilities:

- 1) A director, officer or employee of the firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of the firm shall prefer his or her own interest to that of the advisory client.
- 2) The firm maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. These holdings are reviewed on a regular basis by Madeline I. Noveck.
- 3) The firm requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
- 4) Any individual not in observance of the above may be subject to termination.

The firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, the firm has adopted a firm wide policy statement outlining insider trading compliance by the firm and its associated persons and other employees of the firm, and said statement has been reviewed, dated and signed by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, the firm has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated persons and other employees of the firm, are signed, dated and filed with insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which the firm's employees, if any, may have non-public information, (4) requiring all of the firm's employees, if any, to conduct their trading through a specified broker or reporting all transactions promptly to the firm, and (5) monitoring the securities trading of the firm and its employees and associated persons.

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Brokerage Practices

Form ADV Part 2A, Item 12

Clients are under no obligation to accept the firm's recommendations or to implement through the firm or its agents. Clients are free to exercise their own discretion. However, if a client requests implementation which includes the purchase of insurance, the firm may recommend commissionable or non-commissionable products and services using Crump Life Insurance Company as well as other companies with which the agent is licensed. In these cases, only insurance products handled by such companies will be recommended. The agent will receive the current standard commission as a broker for the company whose products are used. Any insurance commissions received by the advisor that exceed hourly charges for personal financial services will reduce future planning fees. The brokerage and custodian services of Charles Schwab and Company as well as T.D. Ameritrade may also be suggested and used for investment in securities. These companies pay no commissions or fees to the advisors. For full investment advisory services, the firm requires the use of these brokerage firms.

From time to time the firm recommends purchase or sales of securities which the adviser's agent(s) have in their own portfolios. In addition, the adviser's agent(s) may buy or sell for themselves securities that the applicant firm also recommends to clients. These are limited to mutual fund and securities listed on major exchanges and do not include illiquid securities subject to market manipulation through the activities of the firm. They may include limited partnerships in which the advice may have no more than a limited partner interest.

Agents of the firm may suggest broker/dealers to client based on the best interest of the client and on the services made available to the agent to facilitate portfolio servicing and review, and production of reports for the client. Agents of the firm may suggest Charles Schwab and Company or TD Ameritrade whose commission rates are discounted. These companies provide information on investments and compliance, facilitate access to investment portfolio managers, provide access to securities research, and provide computer access to account transactions and securities pricing.

Review of Accounts

Form ADV Part 2A, Item 13

If the client so requests, the firm will, for an hourly fee, provide ongoing advice and monitoring of the financial plan. The firm will suggest that the client subject the plan to a yearly review by one of its agents under the supervision of the firm.

The accounts of clients who contract for investment advisory services are reviewed at least monthly by an agent of the firm who manages no more than 65 such accounts. Highly unusual market volatility or changes in the client's personal circumstances will trigger more frequent review.

Although not required, the client is advised to review the plan for possible updating on at least a yearly basis. Clients who contract for investment advisory services receive quarterly consolidated portfolio summaries and an annual report of sold assets prepared by an agent of the firm.

Client Referrals and Other Compensation

Form ADV Part 2A, Item 14

Not applicable

Custody

Form ADV Part 2A, Item 15

None.

Investment Discretion

Form ADV Part 2A, Item 16

None.

Voting Client Securities

Form ADV Part 2A, Item 17

The firm does not vote proxy statements on behalf of advisory clients.

Financial Information

Form ADV Part 2A, Item 18

No financial reporting is required as the firm does not receive fees more than six months in advance.

Requirements for State-Registered Advisers

Form ADV Part 2A, Item 19

Not applicable.

Additional Information

None.

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FORM ADV PART 2B. BROCHURE SUPPLEMENT

This brochure supplement provides information about Madeline I. Noveck that supplements the Novos Planning Associates, Inc. brochure. You should have received a copy of that brochure. Please contact Madeline Isaacs Noveck if you did not receive Novos Planning Associates, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Madeline I. Noveck is available on the SEC's website at www.adviserinfo.sec.gov.

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Educational Background and Business Experience

Form ADV Part 2B, Item 2

Madeline Isaacs Noveck
Born June 24, 1937
BA Cornell University 1958
MA Columbia University 1975
CFP College for Financial Planning 1985

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP

Board's enforcement process, which could result in suspension or permanent revocation of their CFP[®] certification.

Disciplinary Information

Form ADV Part 2B, Item 3

None.

Other Business Activities

Form ADV Part 2B, Item 4

None.

Additional Compensation

Form ADV Part 2B, Item 5

None.

Supervision

Form ADV Part 2B, Item 6

Not applicable.

Requirements for State-Registered Advisers

Form ADV Part 2B, Item 7

Not applicable.