

Financial Concepts Unlimited, Inc.

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Disclosure Brochure

March 18, 2011

This brochure provides information about the qualifications and business practices of Financial Concepts Unlimited, Inc. If you have any questions about the contents of this brochure, please contact us at 301.315.6344. 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.

Financial Concepts Unlimited, Inc. is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Additional information about Financial Concepts Unlimited, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov

Material Changes

On August 12, 2010, the United State Securities and Exchange Commission (“SEC”) published “Amendments to Form ADV” which requires us to provide clients and prospective clients (“you, your, yours”) with a brochure and brochure supplements written in plain English. This brochure dated March 18, 2011 is prepared according to the SEC’s new requirements and rules. As a result, we are providing you with a brochure that not only looks different, but contains more information than our earlier disclosure documents.

In the past Financial Concepts Unlimited, Inc. (“FCU, we, us, our, ours”) have offered or delivered information about our qualifications and business practices to clients on an annual basis. Going forward, we will see that you receive a summary of any material changes to our brochures by April 29th of each year. We may also provide updated disclosure information about material changes on a more frequent

basis. Any summaries of changes will include the date of our last annual update of our brochure.

Currently, our brochure may be requested by contacting John Taylor, Jr., COO & Chief Compliance Officer at 301.315.6344 or jt@fcuinc.com. We will provide you with a new brochure at any time without charge.

Additional information about our company is also available via the SEC’s website: www.adviserinfo.sec.gov. The SEC’s website also provides information about any persons affiliated with FCU who are registered as investment adviser representatives of FCU. Information on our investment adviser representatives who work with your account can be found in our brochure supplements on the page shown in the table of contents to the right of this column.

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SEC File Number 801-61345

CRD Number 118641

Advisory Business

FCU is a corporation organized under the laws of Maryland. The firm was founded as a state registered adviser in 1990. Keyvan Rafei is the Chief Executive Officer and principal owner. FCU is currently a SEC registered investment advisory firm.

Mutual Fund Asset Allocation Program

We gather information on your financial history, goals, objectives, and financial concerns and assist you in developing an asset allocation strategy. All information gathered from you is confidential. You establish an account and deposit cash, cash equivalents and securities.

Accounts are not managed based on your individual needs. Instead, you have six (6) model managed portfolios from which to select. Model portfolios are comprised of advisor class shares of mutual funds, stocks, bonds, options and other security instruments. We manage the model accounts on a continuous basis. We may utilize unaffiliated third parties as sub-advisors for the model portfolios. We assist you in selecting a model(s) suitable for your investment strategy.

Variable Annuity Sub-account Management

We offer the management of variable annuities through the allocation, reallocation and rebalancing of sub-accounts. We use model portfolios of sub-account funds developed by in-

house analysts. We assist you in determining your financial goals and objectives and assist you in selecting a model suitable for their investment strategy.

Absolute Return Strategy

We also use index based option contracts during certain market conditions as a way of generating additional income for qualified investors. The core function of this strategy is to sell (write) PUT options on the Standard and Poor's 100 (OEX) index. Existing clients and prospects agree to grant Financial Concepts, Inc. full trading authorization, which is solely determined by our Investment Committee.

Financial Planning

We offer financial, estate, education, and retirement planning services. We gather financial information and history from you which may include:

- 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 that we require in order to provide the investment advisory services requested.

Based upon your needs, we may prepare a written financial plan, asset allocation, or both. Financial plans are based on your financial situation at the time and are based on financial information that you disclose. 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. We cannot offer any guarantees or promises that your financial goals and objectives will be met.

Further, you must continue to review any plan and update the plan based upon changes in your financial situation, goals, or objectives or changes in the economy. Should your financial situation or investment goals or objectives change, you must notify us promptly of the changes. The advice we offer may be limited and is not meant to be comprehensive. Therefore, you may need to seek the services of other professionals such as an insurance adviser, attorney and/or accountant.

Your account may be similar to multiple other clients with the same investment objective and selecting the same model portfolio. You should notify us promptly if there are any changes in your financial situation or investment objectives or if you wish to impose any reasonable restrictions upon the management of your account.

As an exception, you are allowed to occasionally purchase or sell individual

equity securities in your advisory accounts. We do however discourage this activity as this activity may disrupt the effectiveness of the Model Portfolio. We do ask that you inform us in advance of any purchases and sells made by you for your account. We may transfer in kind or purchase at your request certain individual equity securities and other positions as it relates to our Models and your needs. You will pay transaction fees for such individual transactions and be responsible to the custodian for related fees. We do not share in any portion of these fees.

As of December 31, 2010, we managed approximately \$43 million in client assets where we made all of the investment decisions.

Fees and Compensation

We offer our services on a fee-only basis. Our fee is calculated based upon the market value of the assets in your account on the last day of the previous quarter.

Broker-dealers and other financial institutions that hold client accounts are referred to as custodians (“custodian/broker-dealer”). Your custodian/broker-dealer determines the values of the assets in your portfolio.

Fees for the initial quarter are based on the value of your cash and securities on the date the custodian/broker-dealer receives them and are prorated based upon the number of calendar days in the

calendar quarter that our agreement is in effect.

Mutual Fund Asset Allocation Program Fees

Our fee schedule is described below:

<u>Assets Under Management</u>	<u>Advisory Fee¹</u>
\$0 to \$49,999	2.60%
\$50,000 to \$99,999	2.45%
\$100,000 to \$249,000	2.35%
\$250,000 to \$499,000	2.00%
\$500,000 to \$999,999	1.75%
Above \$1,000,000	1.50%

¹*All fees are negotiable at our sole discretion.*

Variable Annuity Sub-account Management Fees

You pay a flat advisory fee of 1.25% per annum regardless of account size.

Absolute Return Strategy Fees

Our management fee for this service is 3% annualized.

Financial Planning Fees

Financial Planning Services fees are based on a rate of \$300 per hour. Fees are negotiable at our sole discretion and are based upon the complexity and level of services provided and the experience and qualifications of our advisory representative. Typically, you are invoiced monthly or quarterly for time that we spend as we agreed upon. Generally, you are provided a quote on

the amount of time that we anticipate is needed to provide the services you request. Should additional time be needed, we will notify you.

You are advised that fees for financial planning are strictly for financial planning services. Therefore, you may pay fees and/or commissions for additional services obtained such as asset management or products purchased such as securities or insurance. However, we, at our sole discretion, may waive up to one-half of the financial planning fees for clients who choose to become an asset management client of FCU.

You must authorize us in writing to have the custodian/broker-dealer pay us directly by charging your asset management account. One-fourth of the annual fee is charged each calendar quarter.

Your custodian/broker-dealer provides you with statements that show the amount paid directly to us. You should review your custodian/broker-dealer's statement and verify the calculation of our fees. Your custodian/broker-dealer does not verify the accuracy of fee calculations.

In addition to our fee, you may be required to pay other charges such as:

- custodial fees,
- brokerage commissions,
- transaction fees,
- SEC fees,
- internal fees and expenses charged by mutual funds or exchange traded

- funds (“ETFs”), and
- other fees and taxes on brokerage accounts and securities transactions.

Mutual fund companies, ETFs, and variable annuity issuers charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by us. Complete details of these internal fees and expenses are explained in the prospectuses for each investment. You are strongly encouraged to read these explanations before investing any money. You may ask us any questions you have about fees and expenses.

If you purchase mutual funds through the custodian/broker-dealer, you may pay a transaction fee that would not be charged if the transactions were made directly through the mutual fund company. Also, mutual funds held in accounts at brokerage firms may pay internal fees that are different from funds held at the mutual fund company.

While you may purchase shares of mutual funds directly from the mutual fund company without a transaction fee, those investments would not be part of our advisory relationship with you. This means that they would not be included in our investment strategies, investment performance monitoring, or portfolio reallocations.

Please be sure to read the section entitled “Brokerage Practices,” which follows later in this brochure.

You must pay our advisory fees in advance of receiving our services. Should you terminate the advisory agreement we have entered into within five (5) business days from the date the agreement is executed, you will receive a full refund of any fees paid.

Should either one of us terminate the advisory agreement we have entered into before the end of a billing period, any unearned fees that were deducted from your account will be returned to you by us. The amount refunded to you is calculated by dividing the most recent advisory fee you paid by the total number of days in the quarter. This daily fee is then multiplied by the number of calendar days in the quarter that our agreement was in effect. This amount, which equals the amount we earned for the partial quarter, is subtracted from the total fee you paid in advance to determine your refund.

You may terminate our 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, you may terminate upon our receipt of your written notice to terminate. You will be responsible for any time that we spend in providing you advisory services or analyzing your situation.

Our advisory representatives are also registered representatives and investment adviser representatives of FSC Securities Corporation (“FSC”), a registered

broker/dealer, member FINRA/SIPC, and registered investment adviser. We do not implement financial plans through FSC nor do we accept any of the internal expense fees (such as 12b-1 fees) charged by mutual funds.

Our advisory representatives are also licensed with various insurance companies. Commissions may be earned by our financial advisors if insurance products are purchased through these insurance companies. This presents a conflict of interest because it may create an incentive to make recommendations based upon the amount of compensation we receive rather than based upon your needs. We will explain the specific costs associated with any recommended investments with you upon request. You have the option to purchase insurance products through other agents who are not affiliated with us.

Performance-Based Fees

Performance-based fees are designed to give a portion of the returns of an investment to the investment adviser as a reward for positive performance. The fee is generally a percentage of the profits made on the investments. We do not charge performance-based fees on any of our client accounts.

Types of Clients

We provide advisory services to individuals and high net worth individuals. As a condition for starting and maintaining an advisory relationship,

we generally require a minimum portfolio size of \$30,000.00. This account minimum can be met by any combination of cash and marketable securities.

We, at our sole discretion, may accept clients with smaller portfolios based upon certain factors including anticipated future earning capacity, anticipated future additional assets, account composition, related accounts, and pre-existing client relationships. We may consider the portfolios of your family members to determine if your portfolio meets the minimum size requirement.

The Absolute Return Strategy is offered to qualified investors only, and requires an active account minimum of at least \$100,000.00 at all times. Our custodian, Charles Schwab Institutional, requires that all accounts be approved for Level 3 trading and all customers must meet all margin trading guidelines. Clients have the right to deposit additional monies at any time.

Methods of Analysis, Investment Strategies and Risk of Loss

We select specific investments for your portfolios through the use of fundamental and technical analysis, as well as charting. We also use model portfolios of mutual funds, exchange traded funds (ETF's), and variable annuity sub-accounts based on the information, research, asset allocation methodology and investment strategies

of various institutional investment strategists.

Fundamental analysis is a method of evaluating a company that has issued a security by attempting to measure the value of its underlying assets. It entails studying overall economic and industry conditions as well as the financial condition and the quality of the company's management. Earnings, expenses, assets, and liabilities are all important in determining the value of a company. The value is then compared to the current price of the issuing company's security to determine whether to purchase, sell or hold the security.

Technical analysis is a method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity.

Charting involves identifying patterns that can suggest future activity in price movements. A chart pattern is a distinct formation on a stock chart that creates a trading signal or a sign of future price movements. Chartists use these patterns to identify current trends and trend reversals to trigger buy and sell signals. Some of the chart types are Line Charts, Bar Charts, Candlestick, Point and Figure, etc.

Our investment strategies may include long-term and short-term purchases and sales, and the use of options, margin, and short sales. You may place reasonable restrictions on the strategies to be employed in your portfolio and the types of investments to be held in your portfolio.

All investments involve risks that can result in loss:

- loss of principal,
- a reduction in earnings (including interest, dividends and other distributions), and
- the loss of future earnings.

Additionally, these risks may include:

- market risk,
- interest rate risk,
- issuer risk, and
- general economic risk.

Although we manage your portfolio in a manner consistent with your risk tolerances, we cannot guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

You must also be aware that the use of margin and options is a higher risk strategy. It is possible to lose all of the principal you invest, and sometimes more. In a cash account, your risk is limited to the amount of money that you have invested. In a margin account, your risk includes the amount of money invested plus the amount that has been loaned to you.

Transactions in the account, account reallocations and rebalancing may trigger a taxable event for you, with the exception of IRA accounts, 403(b) accounts and other qualified retirement accounts. Additionally, frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

Disciplinary Information

We have not been the subject of any legal or disciplinary events that would be material to your evaluation of our business or the integrity of our management.

Other Financial Industry Activities and Affiliations

The principal owner of our firm, Keyvan Rafei, is also the principal owner of Rafei & Associates /Professional Planning Association, Inc. (“Rafei & Associates PPA”). Rafei & Associates PPA is a financial services firm offering insurance and deferred compensation and estate planning.

Your advisory representatives are also registered representatives of FSC Securities Corporation (“FSC”), a registered Broker/Dealer, member FINRA and SIPC. In this capacity, they may facilitate the purchase 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 FCU.

Your advisory representative receives compensation for these non-advisory services that they may provide. This compensation would be in addition to the advisory and other fees that we may receive. You are under no obligation to purchase or sell securities or advisory services through us or purchase insurance products; however, if you do so, we may earn additional compensation to any fees paid for advisory services.

We may, from time to time, recommend to you investment products, including mutual funds, variable and fixed annuities, and other insurance products sponsored by SunAmerica or AIG affiliates. Such recommendations might be deemed to create a conflict of interest because they may result in an increase in compensation for us and FSC affiliates.

Financial Concepts is a Guaranteed Introducing Broker for American National Trading Corporation, (AKA PFG Best), a Los Angeles based Futures Commission Merchant located at 12300 Wilshire Blvd., Second Floor, Los Angeles, CA 90025. Our representatives spend an insignificant portion of their time on this business.

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

We have adopted a *Code of Ethics* (“Code”) to address the securities-related conduct

of our advisory representatives and employees. The *Code* includes our policies and procedures developed to protect your interests in relation to the following:

- the duty at all times to place your interests ahead of ours;
- that all personal securities transactions of our advisory representatives and employees be conducted in a manner consistent with the *Code* and avoid any actual or potential conflict of interest, or any abuse of an advisory representative's or employee's position of trust and responsibility;
- that advisory representatives may not take inappropriate advantage of their positions;
- that information concerning the identity of your security holdings and financial circumstances are confidential; and
- that independence in the investment decision-making process is paramount.

We will provide a copy of the *Code* to you or any prospective client upon request.

We do not buy or sell securities for our firm that we also recommend to clients. Our advisory representatives and employees are permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account(s). The personal securities transactions by advisory representatives and employees may raise

potential conflicts of interest when they trade in a security that is:

- owned by you or
- considered for purchase or sale for you.

We have adopted policies and procedures that are intended to address these conflicts of interest. These policies and procedures:

- require our advisory representatives and employees to act in your best interest,
- prohibit favoring one client over another, and
- provide for the review of transactions to discover and correct any same-day trades that result in an advisory representative or employee receiving a better price than a client.

Advisory representatives and employees must follow our procedures when purchasing or selling the same securities purchased or sold for you.

Brokerage Practices

We generally recommend that the broker-dealer/custodian for your account be Charles Schwab & Co. Inc., ("Schwab"). Schwab will assist us in servicing your account. We are independently owned and operated and not affiliated with Schwab. Our use of Schwab is, however, a beneficial business arrangement for us and for Schwab. Information regarding the benefits of this relationship is described below.

In recommending Schwab as custodian and as the securities brokerage firm responsible for executing transactions for your portfolios, we consider at a minimum Schwab's:

- existing relationship with us,
- financial strength,
- reputation,
- reporting capabilities,
- execution capabilities,
- pricing, and
- types and quality of research.

The determining factor in the selection of Schwab to place transactions for your accounts is not the lowest possible transaction cost, but whether Schwab can provide what is in our view the best qualitative execution for your account.

Schwab provides us with access to its institutional trading and custody services, which includes:

- 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.

We are not required to effect a minimum volume of transactions or maintain a minimum dollar amount of client assets to receive these services.

Schwab does not charge separately for holding our clients accounts, but may be

compensated by you through other transaction-related fees associated with the securities transactions it executes for your accounts.

Schwab also makes available to us other products and services that benefit us but may not benefit you directly. Some of these products and services assist us in managing and administering our client accounts, such as software and other technology that:

- provide access to account data such as:
 - duplicate trade confirmations,
 - bundled duplicate account statements, and
 - access to an electronic communication network for client order entry and account information;
- facilitate trade execution, including:
 - access to a trading desk serving advisory participants exclusively and
 - access to block trading which provides the ability to combine securities transactions and then allocate the appropriate number of shares to each individual account;
- provide research, pricing information and other market data;
- facilitate payment of our fees from client accounts; and
- assist with back-office functions, record keeping and client reporting; and
- receipt of compliance publications.

Schwab also makes available to us other services intended to help us manage and further develop our business. These services may include:

- consulting,
- publications and conferences on practice management,
- information technology,
- business succession,
- regulatory compliance, and
- marketing.

Schwab may also make available or arrange for these types of services to be provided to us by independent third parties. Schwab may discount or waive the fees it would otherwise charge for some of the services it makes available to us. It may also pay all or a part of the fees of a third party providing these services to us. Thus, we receive economic benefits as a result of our relationship with Schwab, because we do not have to produce or purchase the products and services listed above.

Because the amount of our compensation or the products or services we receive may vary depending on the custodian/broker-dealer we recommend to be used by our clients, we may have a conflict of interest in making that recommendation. Our recommendation of specific custodian/broker-dealers may be based in part on the economic benefit to us and not solely on the nature, cost or quality of custody and brokerage services provided to you and our other clients. We nonetheless strive to act in your best interests at all times.

Commissions and other fees for transactions executed through Schwab may be higher than commissions and other fees available if you use another custodian/broker-dealer firm to execute transactions and maintain custody of your account. We believe, however, that the overall level of services and support provided to our clients by Schwab outweighs the benefit of possibly lower transactions cost which may be available under other brokerage arrangements.

Many of the services described above may be used to benefit all or a substantial number of our accounts, including accounts not maintained at through Schwab. We do not attempt to allocate these benefits to specific clients.

Review of Accounts

Your advisory representative is responsible for monitoring your accounts at least quarterly or as market conditions warrant, if more often. Reviews are conducted on accounts with you at least annually.

Levels of reviews vary depending on client needs at the time of review as well as:

- changes in the financial status or position (tax or otherwise),
- financial goals,
- current market conditions,
- performance standards,
- suitability changes.

Our CEO and COO set the review guidelines and structure for the managed accounts. Our Portfolio Analysts, Michael Standridge, Steve Davison, CFA and Trent Nevills, perform evaluations of the holdings in the model portfolios on a continual basis. Generally, our analysts 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.

You may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place.

Client Referrals and Other Compensation

We have entered into written compensation agreements with certain unaffiliated investment adviser representatives and professionals such as CPAs, attorneys, etc. We pay these persons a percentage of the fee that you pay to us if it is determined you have become clients as a result of their direct or indirect efforts. These payments are a portion of the fee that we charge and do not result in an increase in the amount of the fee that you pay. Any solicitation or referral arrangements will comply with applicable laws that govern:

- the nature of the service,
- fees to be paid,
- disclosures to clients and

- any necessary client consents.

We receive certain economic benefits as a result of our participation in Schwab's institutional program. Those benefits are described in detail in the preceding section entitled "Brokerage Practices."

Your advisory representatives may also receive benefits such as assistance with conferences and educational meetings from product sponsors.

Custody

You will receive statements from the custodian/broker-dealer that holds your investment account on at least a quarterly basis. We urge you to carefully review these statements. You should verify that the transactions in your account are consistent with your investment goals and the objectives for your account. We also encourage you to contact your advisory representative or our Chief Compliance Officer should you have any questions or concerns regarding your account.

Investment Discretion

We offer our advisory services on a discretionary basis. This means that we do not need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts. We do not, however, have the ability to choose the broker-dealer through which transactions will be executed. Additionally, we do not have the ability to withdraw funds from your

account (other than to withdraw our advisory fees which, may only be done with your prior written authorization.)

This discretion is used in a manner consistent with the stated investment objectives for your account, if you have given us written authorization to do so. We only exercise discretion in accounts where we have been authorized by you. This authorization is typically included in the investment advisory agreement you enter into with us.

Voting Client Securities

We do not take any action or give any advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which your accounts may be invested. In addition, we do not take any action or give any advice with respect to any securities held in any accounts that are named in or subject to class action

lawsuits. We will, however, forward to you any information received by us regarding proxies and class action legal matters involving any securities held in your accounts.

Financial Information

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you and we have not been the subject of a bankruptcy proceeding.

Keyvan Rafei

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Brochure Supplement

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Additional information about Keyvan Rafei is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Keyvan Rafei

Year of birth: 1956

Formal education:

- St. Leo College – graduated 1978 - Bachelors Degree

Business background:

- Financial Concepts Unlimited, Inc.: Chief Executive Officer, - (10/05 to Present)
- Rafei & Associates /Professional Planning Association, Inc.: Chief Executive Officer (1984 to Present)
- American Security Investment Advisors, Inc.: Founder/Chief Executive Officer (1996 to 2007)

Disciplinary Information

Keyvan Rafei has not been the subject of any legal or disciplinary event.

Other Business Activities

Keyvan Rafei is also the principal owner of Rafei & Associates /Professional Planning Association, Inc. (“Rafei & Associates PPA”). Rafei & Associates PPA is a financial services firm offering estate planning and deferred compensation.

Mr. Rafei is also a registered representative of FSC Securities Corporation (“FSC”), a registered Broker/Dealer, member FINRA and SIPC. Mr. Rafei is also licensed with various insurance companies.

Additional Compensation

Commissions will likely be earned by Mr. Rafei if insurance products are purchased through his affiliation with insurance companies. This may create a conflict of interest because it creates an incentive to make recommendations based upon the amount of compensation received rather than based upon your needs. We will explain the specific costs associated with any recommended insurance with you upon request. You have the option to purchase insurance products through other agents who are not affiliated with us.

Supervision

Mr. Rafei is supervised by John Taylor, Jr., Chief Compliance Officer. Mr. Taylor can be reached at 301.315.6344.

We supervise Mr. Rafei by requiring that he adhere to our processes and procedures as described in our firm’s Code of Ethics. We will monitor the advice that Mr. Rafei gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established

- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,
- Perform annual oversight so that Mr. Rafei is aware of your current financial situation, objectives, and individual investment needs
- A review of client correspondence on an as needed basis.

John R. Taylor, Jr.

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Additional information about John Taylor, Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

John Taylor, Jr.

Year of birth: 1970

Formal education:

- University of Maryland – graduated 1994 – BS in Business and Management

Business background:

- Financial Concepts Unlimited, Inc.: Executive Vice President , Chief Operating Officer & Chief Compliance Officer, Advisory Representative (01/01 to Present)
- Rafei & Associates/Professional Planning Association, Inc.: Chief Operating Officer and Executive Vice-President (11/05 to Present)
- FSC Securities Corporation: Registered Representative (04/04 to Present)
- Multi-Financial Securities Corporation (formerly IFG Network Securities, Inc): Registered Representative (08/02 to 04/04)
- New England Financial: Registered Representative – (05/00 to 01/01)
- Potomac Title Corp.: Vice President (01/91 to 05/00)

Disciplinary Information

John Taylor has not been the subject of any legal or disciplinary event.

Other Business Activities

Mr. Taylor is also a registered representative of FSC Securities Corporation (“FSC”), a registered Broker/Dealer, member FINRA and SIPC. Mr. Taylor is also licensed with various insurance companies.

Financial Concepts is a Guaranteed Introducing Broker for American National Trading Corporation, (AKA PFG Best), a Los Angeles based Futures Commission Merchant located at 12300 Wilshire Blvd., Second Floor, Los Angeles, CA 90025. Mr. Taylor spends an insignificant portion of their time on this business.

Additional Compensation

Commissions will likely be earned by Mr. Taylor if insurance products are purchased through his affiliation with insurance companies. This may create a conflict of interest because it creates an incentive to make recommendations based upon the amount of compensation received rather than based upon your needs. We will explain the specific costs associated with any recommended insurance with you upon request. You have the option to purchase insurance products through other agents who are not affiliated with us.

Supervision

Mr. Taylor is supervised by Keyvan Rafei, CEO. Mr. Rafei can be reached at 301.315.6344.

We supervise Mr. Taylor by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Mr. Taylor gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established
- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,
- Perform annual oversight so that Mr. Taylor is aware of your current financial situation,

objectives, and individual investment needs

- A review of client correspondence on an as needed basis.

Michael S. Standridge

Financial Concepts Unlimited, Inc.

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301.315.6344

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Brochure Supplement

March 18, 2011

This brochure supplement provides information about Michael Standridge that supplements the Financial Concept Unlimited, Inc. brochure. You should have received a copy of that brochure. Please contact John Taylor, Jr., COO & Chief Compliance Officer if you did not receive Financial Concept Unlimited's brochure or if you have any questions about the contents of this supplement.

Additional information about Michael Standridge is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Michael Standridge

Year of birth: 1972

Formal education includes:

- Towson University – graduated 1995 – BS in Economics & Finance

Business background includes:

- Financial Concepts Unlimited, Inc.: Portfolio Analyst (08/07 to Present)
- Private Investor, Money Management, Individual (08/06-08/07)
- Proxy Governance – Corporate Governance and Shareholder Services: Research Analyst (01/03-08/06)
- AOL, Finance: Associate Analyst (01/00-1/03)
- Morgan Stanley Smith Barney: Investment Associate/Analyst (1997-2001)

Disciplinary Information

Michael Standridge has not been the subject of any legal or disciplinary event.

Other Business Activities

Mr. Standridge is also a registered associated person of FSC Securities Corporation (“FSC”), a registered Broker/Dealer, member FINRA and SIPC. He does not receive commissions related to his association with FSC.

Additional Compensation

Mr. Standridge does not receive any additional compensation related to the advisory services provided to you.

Supervision

Mr. Standridge is supervised by John Taylor, Jr., Chief Compliance Officer. Mr. Taylor can be reached at 301.315.6344.

We supervise Mr. Standridge by requiring that he adhere to our processes and procedures as described in our firm’s Code of Ethics. We will monitor the advice that Mr. Standridge gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established
- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,

- Perform annual oversight so that Mr. Standridge is aware of your current financial situation,
- objectives, and individual investment needs
- A review of client correspondence on an as needed basis.