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FORM ADV PART 2A. BROCHURE

This brochure provides information about the qualifications and business practices of Financial Management Concepts. If you have any questions about the contents of this brochure, please contact us at 407-647-7006. 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 Financial Management Concepts is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Financial Management Concepts is 118793.

Financial Management Concepts 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

Financial Management Concepts' registration was granted by the United States Securities and Exchange Commission on May 20, 2003. Brian Lee Fricke (CRD Number 1587768) owns one-hundred (100%) percent of the equity of the firm and is the president, secretary and treasurer of the firm. Brian Patrick Terry (CRD Number 2957936) is Chief Compliance Officer of the firm. 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 discretionary basis in the amount of \$106,058,390, representing 507 accounts.

Approximately fifty (50%) percent of Firm's total advisory billings shall be attributable to the provision of investment supervisory service support to clients. Approximately ten (10%) percent shall be attributable to the provision of advice about securities related matters and approximately forty (40%) percent shall be attributable to the provision of advice about non-securities-related matters.

Advisor provides advisory services and furnishes advice to clients on matters not involving securities only as a part of a total financial planning process.

Fees and Compensation

Form ADV Part 2A, Item 5

The minimum fee includes fees for full service financial planning and investment management services. In certain instances, depending upon the client's needs and the services to be performed by advisor, a contract may be entered into with a fee different from the fee schedule set forth below. This fee would be based upon individual negotiations with the particular client within the range of fees set forth below under minimum and maximum fees.

The advisor provides a refund of unearned Financial Advisory Fees if the client for any reason chooses to terminate the Financial Advisory relationship at any time.

Clients who invest in mutual funds will be paying two levels of fees, that is the advisory fee owed to our firm and fees paid to the mutual fund company.

Full Service Retainer Fee Schedule

<u>Asset Value over \$600,000</u>	<u>Quarterly Fee</u>	<u>Annual Fee</u>
Up to \$1,000,000	0.30%	1.20%
Over \$1,000,000	0.175%	0.70%
Minimum Fee	\$3,000.00	\$12,000.00

<u>Asset Value under \$600,000</u>	<u>Quarterly Fee</u>	<u>Annual Fee</u>
Up to \$400,000	\$1,100	\$4,400
\$400,000-\$600,000	\$1,650	\$6,600

Investment Only Retainer Fee Schedule

Minimum Fee	\$300	\$1,200
Any	.375%	1.5%

Performance-Based Fees and Side-By-Side Management

Form ADV Part 2A, Item 6

None.

Types of Clients

Form ADV Part 2A, Item 7

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

Methods of analysis are fundamental analysis, technical analysis, cyclical analysis and charting.

Investment strategies are long term purchases (securities held at least a year), short term purchases (securities held less than a year) and option writing.

Investing in securities involves risk of loss that clients 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

None.

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 accordance with SEC Rule 204A-1. Such Code of Ethics, among other things, requires associated persons of the firm to report personal securities holdings and transactions. Such personal securities holdings and transactions are reviewed on a quarterly basis by the Chief Compliance Officer of the firm. A copy of the firm's Code of Ethics is available to clients and prospective clients upon request.

It is further noted that Firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, Firm has adopted a firm wide policy statement outlining insider trading compliance by Firm and its associated persons and other employees. This statement has been distributed to all associated persons and other employees of Firm and has been signed and dated 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, 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 Firm, are signed, dated and filed with the 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 Firm's employees may have non-public information, (4) requiring all of Firm's employees to conduct their trading through a specified broker or reporting all transactions promptly to Firm, and (5) monitoring the securities trading of the firm and its employees and associated persons.

Firm or individuals associated with Firm may buy or sell securities identical to those recommended to customers for their personal account.

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

Firm or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

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

- 1) A director, officer or employee of 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 Firm shall prefer his or her own interest to that of the advisory client.
- 2) 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 Brian P. Terry.
- 3) 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.

Brokerage Practices

Form ADV Part 2A, Item 12

Firm and associated persons recommend custodians to clients. This is based on products, services, costs, quality of execution and ability to meet clients' needs. There are no directed brokerage arrangements. There are no soft dollar arrangements.

Review of Accounts

Form ADV Part 2A, Item 13

FOR REVIEWS: Advisor holds Investment Committee Meetings weekly to review individual investments in portfolio. Advisor reviews all accounts no less than quarterly with performance reviews at least annually. At each performance review, a portfolio valuation statement is prepared.

FOR REVIEWERS: The advisor employs three (3) financial planners who review each account no less than quarterly. Financial planners have varying functions. The reviewers are:

Brian Fricke, CFP, President

Brian Terry, VP Investments & Operations, CCO

Anthony Van Ore, CFP, VP Planning

Each reviewer participates in the Investment Committee. Brian Terry is responsible for leading the committee and the overall investment review process.

All accounts fall under the purview of these 3 reviewers.

Clients are provided with an updated annual net worth summary and performance reports at least annually.

The advisor provides online performance reporting to all accounts offering 24/7 access.

Client Referrals and Other Compensation

Form ADV Part 2A, Item 14

There are no solicitation arrangements or outside compensation arrangements.

Custody

Form ADV Part 2A, Item 15

None.

Investment Discretion

Form ADV Part 2A, Item 16

Clients choose whether Firm effects transactions in client accounts on a discretionary or non-discretionary basis. In that discretionary authority is possible, Firm may have the authority, without first obtaining specific client consent, to determine the securities to be bought or sold and/or the amount of the securities to be bought or sold.

Voting Client Securities

Form ADV Part 2A, Item 17

The advisor shall vote proxy statements on behalf of advisory clients if investments were placed in accounts by the advisor. A copy of the firm's Proxy Voting Policy statement is available to clients and prospective clients upon request.

Financial Information

Form ADV Part 2A, Item 18

No financial reporting is required since 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.