

**Part 2A of Form ADV: Firm Brochure**

Item 1 Cover Page

## Patrick Financial Group, L.L.C.

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Brochure dated 07/26/2011

This brochure provides information about the qualifications and business practices of Patrick Financial Group, L.L.C. If you have any questions about the contents of this brochure, please contact us at 1-810-225-9876 / [patrickfinancial@comcast.net](mailto:patrickfinancial@comcast.net). 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 Patrick Financial Group, L.L.C. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Although Patrick Financial Group, L.L.C. is a Registered Investment Advisory Firm, please be advised the term "Registered" does not imply a certain level of skills or training.

## Item 2 Material Changes

### Item 2 Material Changes

This section describes only material changes since the last annual update of our brochure filed March 2011. Patrick Financial Group, L.L.C. (“PFG”) experienced substantial growth including additional assets under management of approximately \$10 million or more in the year 2010, and as a result of this has registered with the SEC.

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Item 4 Advisory Business

Item 4 Advisory Business

A: PFG is a Registered Investment Advisory Firm which has been in business for 9 years and the principal owner is Jobie A. Patrick.

B: PFG offers services which include preparation of financial plans and recommendations consistent with the client's investment objectives and risk tolerance through Mutual Funds.

C: The client will meet with PFG for the initial meeting to determine the client's priorities and preferences. This is done through fact finding by asking various questions. If it is determined that PFG's services and the client's priorities and preferences align then additional meetings are needed. It is PFG's policy to meet with the potential clients for a least two meetings. During these series of meetings, investment objectives and risk tolerance are determined and clients can express their need for restrictions on a case by case basis.

D: PFG does not charge a wrap fee.

E: As of 07/26/2011, PFG manages approximately \$45 million of client assets utilizing No Load Mutual Funds. Due to the nature of the practice, most clients choose discretionary accounts (i.e., client grants PFG authority to purchase or sell securities for client's account without obtaining authorization prior to the transaction.) Should the client desire, however, client's account can be maintained on a non-discretionary basis.

## Item 5 Fees and Compensation

### Item 5 Fees and Compensation

A: Client(s) agree that PFG shall be compensated for its services as stated in the PFG Investment Advisory Agreement, but in no event to exceed 1.65% per year of net assets under management computed monthly and paid in arrears through a brokerage firm or trust company selected by PFG and fees are not negotiable.

B: The client's fees are deducted from assets on an arrears basis on a monthly schedule.

C: Additional fees clients may incur include the following:

- Short term redemption fees may apply.
- Mutual Funds have their own fee schedule.
- FTJ FundChoice asset based fee schedule as follows:-

<b><u>From</u></b>	<b><u>To</u></b>	<b><u>Fee Schedule</u></b>
\$0.00	\$50,000.00	0.45%
\$50,000.01	\$100,000.00	0.35%
\$100,000.01	\$250,000.00	0.20%
\$250,000.01	\$500,000.00	0.175%
Over	\$500,000.01	0.15%

- The annual FTJ FundChoice account maintenance fee which clients have the option of choosing:

Paper Statements:	\$50.00
or	
Electronic Statements:	\$25.00

D: No fees are prepaid.

E: PFG does not receive compensation for the sale of securities or other investment products.

Item 6      *Performance-Based Fees* and Side-By-Side Management

Item 6 Performance-based Fees and Side-By-Side Management

PFG does not charge performance based fees.

Item 7      Types of *Clients*

Item 7 Types of Clients

PFG's clients consist of individuals, pension plans and Trusts. PFG has a \$25,000 minimum requirement. PFG reserves the right to work with clients on a case by case basis.

Item 8      Methods of Analysis, Investment Strategies and Risk of Loss

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

A: The methods used to analyze investment strategies include but are not limited to Morning Star, investment publications and research provided by various indices. Investing in securities through PFG involves risk of loss that clients should be prepared to bear.

B: Although there are risks associated with investing, PFG endeavors to reduce volatility. Therefore PFG categorizes various levels of risk tolerance identified in the portfolios listed below:

    Money Market: Used for the staging of funds and in the event of an emergency exit strategy.

    PFG Capitol Preservation: Low risk. Investor wishes to reduce investment volatility in favor of security of their principal. Investor understands that the trade-off that they make is their returns will be related to that of preservation of principal. Investor also understands that while preservation of principal remains a priority, Investor's rate of return can vary.

    PFG Balanced Income: Conservative. Investor is willing to accept a measured amount of volatility in expectation of slightly higher long-term results. Investor's goal is to ensure their investment at least keeps pace with the rate of inflation.

    PFG Balanced: Moderate. Investor is more comfortable with market volatility and is willing to accept the possibility of loss over a medium time frame. Over the long-term, investor expects assets allocated for purposes of growth will provide sufficient returns so that Investor's total return exceeds inflation. Real growth of the portfolio will occur over the long term.

    PFG Balanced Growth: Moderate to high. Investor is willing to accept a higher level of volatility, while seeking higher returns. Investor holds a modest defensive position as protection against market down-turns.

    PFG Aggressive Growth: Speculation/Aggressive Growth. Investor is experienced in investing and markets and is willing to assume a high level of risk, when seeking long-term returns. Investor is allocated fully in growth-based assets.

C: PFG will recommend a strategy consistent with the investment objectives and risk tolerance identified through the initial fact finding.



Item 9      Disciplinary Information

Item 9 Disciplinary Information

A: There has been no criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which PFG has been involved.

B: There has been no administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign regulatory authority in which PFG has been involved.

C: PFG has not been involved in any self regulatory organization proceeding.

Item 10 Other Financial Industry Activities and Affiliations

Item 10 Other Financial Industry Activities and Affiliations

A: PFG is not registered with, nor does it have an application pending to register as a broker dealer, nor a representative of a broker dealer.

B: PFG does not have any persons registered, or have an application to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of these entities.

C: PFG does maintain a relationship with FTJ FundChoice as an investment advisor and third party administrator who provides statements for clients in a record keeping fashion. PFG also maintains a relationship with Huntington National Bank in which Huntington National Bank acts as the custodian for the pooled funds. Huntington National Bank does affect the Mutual Fund trades per the contract. Finally, PFG also maintains a relationship with Midland National, Allianz, Genworth, West Coast, American Equity, Banner Life, Equitrust, ING and Pruco life insurance companies. None of these relationships or arrangements create a conflict of interest.

D: PFG does not recommend or select other investments advisors for clients, nor does PFG receive a fee or compensation for recommendations.

Item 11      Code of Ethics, Participation or Interest in *Client* Transactions and Personal Trading

Item 11 Code of Ethics, Participation or Interest in Client Transaction and Personal Trading

A: PFG takes the issue of state and federal regulatory compliance very seriously. PFG's historical commitment and dedication to compliance with governing securities industry laws, rules and regulations is unwavering. Additionally, PFG holds a position of public trust, as a result of its role as a registered investment advisor. Our goal is to maintain that trust, to provide quality investment counsel, offer exemplary service and advice that is suitable for the individual client. As a registered investment advisor, PFG is a fiduciary to each of its clients. As a result, PFG owes a specific duty to each of its clients. Among these are the following:

- to provide advice that it suitable;
- to act solely in the best interests of the client;
- to demonstrate loyalty and good faith to the client;
- to utilize reasonable care;
- to never mislead a client;
- to provide full disclosure of material facts and disclose and avoid potential conflicts of interest so that the client can make an informed decision about the services of the particular adviser.
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It is the policy of PFG to protect the interests of our clients and place their interests first. As such, we pledge the following to our clients and utilize policies and procedures that display and reinforce our role as fiduciaries:

- PFG will only make investment decisions or recommendations to a client based on a reasonable ground and a reasonable belief that the decisions or recommendations are suitable for the individual client, based on information provided by the client, and through a thorough fact-finding process;
- PFG will not make a recommendation that a client purchase a security that is not properly registered or licensed;
- PFG will not borrow money from clients;
- PFG will not commingle client funds;
- PFG will not induce trading in a client's account at an excessive rate, based on the client's resources or the nature of the account or client's investment objectives;
- PFG will not recommend that a client effect a trade with a broker-dealership, or engage a broker-dealership that is not properly registered or licensed;
- PFG will not take custody or control of a client's securities;
- PFG will only offer investment advice in which it is competent.

PFG will provide a copy of the code of ethics to any client or prospective client upon request.

B: PFG does not currently invest in the same securities that are recommended to clients, therefore there is no conflict of interest. However, PFG and its employees may in the future invest in portfolios available to clients. This does not create a conflict of interest due to the fact that they are open ended Mutual Funds. Refer to the code of ethics for further information.

C: PFG does not maintain a personal account within its business; therefore there is no simultaneous buying, trading or recommending.

Item 12      Brokerage Practices

Item 12 Brokerage Practices

A: PFG has a relationship with Huntington National Bank as a broker-dealer and custodian of pooled funds. PFG does not recommend broker-dealers to clients.

Item 13      Review of Accounts

Item 13 Review of Accounts

A: Client reviews are done at least on an annual basis. These reviews are performed by Jobie A. Patrick the principal and owner of PFG.

B: On occasion, a client may want a more frequent review and those are scheduled and provided to the client at the client's request.

C: Generally, the client is provided with a spread sheet of all accounts managed by PFG. This spreadsheet contains beginning balances, additions, withdraws and current values. In addition to that, PFG provides Market Update Letters at least 4 times a year or more.

Item 14      Client Referrals and Other Compensation

Item 14 Client Referrals and Other Compensation

A: PFG does not accept economic benefit from anyone for providing investment advice or other advisory services to clients.

B: PFG does not compensate, or receive compensation, for referrals.

Item 15 Custody

Item 15 Custody

PFG does not take custody of client funds.

Item 16 Investment Discretion

PFG does accept discretionary authority to manage accounts on behalf of the client. The PFG Investment Advisory Agreement, option #3, allows for limited discretion of active mutual fund management services. Client(s) agree that PFG shall have a limited power of attorney and limited discretionary authority to place transactions in mutual funds selected by PFG; to move funds between mutual funds or mutual fund accounts that are administered or managed by any other advisor as set forth in a separate agreement.

Client(s) by virtue of their signature and their initials, authorize PFG to invest and reinvest in mutual funds on a discretionary basis without contacting Client(s) for prior approval within the guideline established in the attached Client(s) Investment Objective and Suitability Questionnaire. Client(s) represent and warranty to fully, accurately and truthfully complete the attached Client(s) Investment Objective and Suitability Questionnaire that contains requests for both factual and personal financial information, and thoughtful selection of investment objectives and risk tolerances. Client(s) understand that PGF will rely upon this information in its work for and on behalf of client(s).

Client(s) authorize PFG to take all necessary actions to open and/or maintain the Client(s) account(s) at a broker/dealer or other advisor from time to time, including closing those account(s) and moving to another mutual fund administrator and provider of record keeping services.

Client(s) agree that PFG has in its sole discretion, the right to terminate this entire agreement should Client(s) provide instructions to PFG it believes in its view are inappropriate for the Client(s). PFG will notify Client(s) that it believes the instructions to be inappropriate and unless modified to PFG's satisfaction then PFG shall terminate this agreement by written notice.

Client(s) authorize PFG to change account administrators if PFG, in its sole discretion deems it necessary and appropriate. Client(s) shall be provided written notice of the new Fund Administrator/Advisor.

PFG shall not have the power to remove funds from Client(s) accounts nor shall PFG take or maintain custody of any of Client(s) assets, investments or funds at any time. PFG shall not cause funds to be withdrawn from any client(s) account unless upon written Client(s) authority and only so long as the Client(s) do not cause said funds to be placed into PFG's care, custody and control.



Item 17      Voting Client Securities

Item 17 Voting Client Securities

A: PFG does not vote client securities.

B: Clients may receive proxies or other solicitations directly from the custodian or a transfer agent and clients may contact PFG directly with questions regarding a particular solicitation.

Item 18 Financial Information

Item 18 Financial Information

A: PFG does not require or solicit prepayments for services.

B: PFG has discretionary authority over client funds and does not foresee any financial condition that will impair the ability to meet client needs.

C: PFG has never been the subject of a bankruptcy petition.

Item 19      Requirements for State-Registered Advisers

Item 19 Requirements for State-Registered Advisers

A: Jobie A. Patrick is the principal executive officer of PFG. He has a high school diploma from Wayne Memorial High School along with courses taken at The American College in Pennsylvania.

B: In addition to advisory duties, the applicant also works as an independently licensed insurance agent. Fifty percent of the applicant's time is devoted to this endeavor.