



RESPONSIVE FINANCIAL GROUP INC.

A REGISTERED INVESTMENT ADVISORY FIRM

Part 2B of Form ADV: Brochure Supplement

Pranav Mahadevia

paul@rfgweb.com

May 31st, 2011

This brochure supplement provides information about Pranav Mahadevia that supplements the Responsive Financial Group, Inc. brochure. You should have received a copy of that brochure. Please contact Pranav Mahadevia if you did not receive Responsive Financial Group, Inc.'s brochure or if you have any questions about the contents of this supplement.

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

ITEM 2. EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Pranav Mahadevia, Vice President

Year of Birth: 1978

EDUCATION:

Bombay University, Bombay, India, Bachelor and Masters in Accounting, 1999

PROFESSIONAL DESIGNATIONS:

Accredited Asset Management Specialist (AAMS®), granted by the College for Financial Planning, 2005¹

Business Background:

-Responsive Financial Group, Inc., Vice President, 2003 – Present -Landing News, Inc., Business Analyst, 2000 – 2003 -Prudential Insurance, Case Analyst, 1999 - 2000

Item 3. Disciplinary Information

Mr. Mahadevia has no history of any disciplinary events.

1. This designation is awarded by the College for Financial Planning to investment professionals who complete its 12-module AAMS® Professional Education Program, pass an examination, commit to a code of ethics and agree to pursue continuing education. Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period. Continued use of the AAMS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the AAMS® designation by; completing 16 hours of continuing education; reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and paying a biennial renewal fee.
2. The College for Financial Planning® awards the CHARTERED MUTUAL FUND COUNSELORSM AND CMFC® designation to students who: successfully complete the program; pass the final examination; and comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating

to their professional or business conduct. Designation holders must agree and comply with a Code of Ethics and are granted the right to use the designation on correspondence and business cards for a two-year period. Continued use of the CMFC® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CMFC® designation. Certificants must complete 16 hours of continuing education; reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and paying a biennial renewal fee.

ITEM 4. OTHER BUSINESS ACTIVITIES

Mr. Mahadevia is not engaged in any other business or occupation.

ITEM 5. ADDITIONAL COMPENSATION

Mr. Mahadevia does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

ITEM 6. SUPERVISION

Benjamin Baldwin III, President and Chief Compliance Officer of RFG, is responsible for the supervision and monitoring of investment advice offered to advisory clients of RFG by Mr. Mahadevia. Mr. Baldwin can be reached at (847) 670-8000. Mr. Baldwin will review all employee personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.