

**Form ADV Part 2B
BROCHURE SUPPLEMENT**

Robert S. Keidan, CFP®

**Keidan Financial Consultants, LLC
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Columbus, OH 43215
614/469-5003**

www.keidanfinancial.com

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This brochure supplement provides information about Robert S. Keidan that supplements the Keidan Financial Consultants, LLC brochure. You should have received a copy of that brochure. Please contact our firm at 614/469-5003 if you did not receive Keidan Financial Consultants, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Keidan Financial Consultants, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Robert S. Keidan, CFP®, b. 1951

Education:

B.A.; The Ohio State University, 1973

Certified Financial Planner, 1986

Business Background:

Keidan Financial Consultants, LLC, President and Chief Compliance Officer, 1999 to Present

Royal Alliance Associates, Inc., Registered Representative, April, 1983 to Present

Ameriprise Financial, Registered Representative, 1979 to March, 1983

The CFP designation is conferred by the Certified Financial Planner Board of Standards, Inc. To earn the credential, each CFP candidate must have a bachelor's degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience. In addition, candidates must take the CFP Certification examination and complete a CFP-board registered program or hold an accepted designation, degree or license. In addition, to maintain the right to continue to use the mark, an individual must complete 30 hours of continuing education every two years and continue to agree to be bound by the Standards of Professional conduct. More information regarding the CFP can be found at <http://www.cfp.net/default.asp>.

Disciplinary Information

Mr. Keidan is not subject to legal or disciplinary events that are material to a client or prospective client's evaluation of him or the services offered by him.

Other Business Activities

Mr. Keidan is dually registered as an advisory representative for Keidan Financial Consultants, LLC and as a registered representative of Royal Alliance Associates, Inc. (ROYAL), a registered broker/dealer, member of the Financial Industry Regulatory Association (FINRA) and SIPC. Clients are under no obligation to purchase or sell securities through Mr. Keidan. Royal Alliance Associates, Inc. and Keidan Financial Consultants, LLC are not affiliated. Mr. Keidan is an independent contractor of Royal Alliance Associates, Inc.

Mr. Keidan may recommend that clients implement recommendations through ROYAL. If the clients implement investment recommendations through ROYAL on a non-fee basis, Mr. Keidan will receive a commission. Additionally, as further disclosed in the Disclosure Brochure under the section entitled Brokerage Practices; Mr. Keidan may receive trail compensation for investments directed through ROYAL. Therefore, there is a conflict of interest to cause a client to direct certain securities business through ROYAL.

As a registered representative of ROYAL, Mr. Keidan is subject to oversight by ROYAL over all his securities activities and certain outside business activities. Such oversight includes review of Mr. Keidan's securities business to ensure he considers the client's best interests.

Additionally, Mr. Keidan is a licensed insurance agent. You are not obligated to purchase insurance or securities products through Mr. Keidan. However, if you implement insurance recommendations through him, he will receive commissions. The insurance business is a minority of his business and the amount of income he receives from insurance business fluctuates depending on the amount of sales. You are advised there may be other insurance products and services available through other insurance professionals at a lower cost than those products available through Mr. Keidan.

It is important that clients refer to the disclosures under Brokerage Practices in the Disclosure Brochure.

Mr. Keidan is an officer or trustee on several private charitable foundations and receives no compensation for his time.

Additional Compensation

Clients are advised the amount of commissions paid by ROYAL to Mr. Keidan can fluctuate based on his overall production. Therefore, the more business placed by Mr. Keidan through ROYAL can enable Mr. Keidan to reach another threshold enabling him to earn a higher payout.

Mr. Keidan does not receive any economic benefit (i.e. sales awards and other prizes) for providing advisory services from a non-client.

Supervision

Supervision and oversight of the activities conducted through Keidan Financial Consultants, LLC is conducted by Robert S. Keidan of Keidan Financial Consultants, LLC. Mr. Keidan can be contacted at 614/469-5003. Mr. Keidan reviews all transactions conducted in clients' accounts. Mr. Keidan is the sole owner of Keidan Financial Consultants, LLC and consequently does not report to a supervisor.

As stated in the Disclosure Brochure and as indicated above, ROYAL will also oversee the securities business of Mr. Keidan.

Because Mr. Keidan is a dually registered agent of ROYAL and Keidan Financial Consultants, LLC, ROYAL has certain supervisory and administrative duties pursuant of the requirements of Conduct Rule 3040. In that regard, ROYAL will require and furnish certain account opening documentation to be completed by the client and Mr. Keidan. Once all such materials and forms have been completed by clients in consultation with Mr. Keidan, Mr. Keidan is required to submit these materials and forms to ROYAL for its review and approval, in its capacity as Mr. Keidan's Broker/Dealer. Such review does not include the provision of investment advisory services to the Keidan Financial Consultants, LLC's client accounts.

Requirements for State-Registered Advisers

Robert S. Keidan has not been involved in any arbitration claim or civil, self-regulatory organization, or administrative proceeding involving an investment or investment-related business or activity, fraud, false statement(s), or omissions, theft, embezzlement, or other wrongful taking of property, bribery, forgery, counterfeiting, or extortion, or dishonest, unfair, or unethical practices. Additionally, he has not been the subject of a bankruptcy petition.