

Part 2B of Form ADV: *Brochure Supplement*

**Item 1 Cover Page**

March 2, 2012

This brochure supplement provides information about Joann North that supplements the Hall and North Financial Group, LLC, brochure. You should have received a copy of that brochure. Please contact Joann North at [jnorth@consolidated.net](mailto:jnorth@consolidated.net) or [northj@financialnetwork.com](mailto:northj@financialnetwork.com) if you did not receive the Hall and North Financial Group, LLC, brochure or if you have any questions about the contents of this supplement.

Additional information about Joann North is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Our Name and Address:

Hall and North Financial Group, LLC  
3319 Louvre Lane  
Houston, TX 77082

Our Contact Information:

Joann North, Registered Principal  
(281) 870-9400  
(281) 870-9404 (fax)  
[jnorth@consolidated.net](mailto:jnorth@consolidated.net)  
[northj@financialnetwork.com](mailto:northj@financialnetwork.com)  
[hallcraig@financialnetwork.com](mailto:hallcraig@financialnetwork.com)  
Website: [www.hallandnorthfinancialgroup.com](http://www.hallandnorthfinancialgroup.com)

**Item 2 Educational Background and Business Experience**

**This item lists my education and my business experience.**

Advisory Affiliates must have obtained the appropriate securities licenses and be registered representatives or registered principals with Financial Network Investment Corporation. Certain states may also require affiliates to obtain the NASAA Investment Advisor Registration (Series 65) or the NASAA Uniform Combined Registration (Series 66).

Many Advisory Affiliates hold a Bachelors degree in various disciplines.

The educational and business background of Joann Marie North is provided below. The educational and business background of each of our Advisory Affiliates is retained separately in an electronic format. That information for the Advisory Affiliates who will be working with you is provided to you with this Form ADV, Part 2B, at the inception of the advisory services relationship.

Joann Marie North, Born 1954

Education:

University of Nebraska, BSBA, Accounting, 1985  
College of Financial Planning, Denver, CO, CFP®, 1997

Business Background:

Associated Planners Investment Advisory, Inc., Advisory Affiliate, 1996 – 2008.  
Associated Securities Corp., Registered Principal, 1996 – 2008.  
Financial Network Investment Corporation, Registered Principal, 2008 – Present.  
Hall and North Financial Group, Advisory Affiliate, 2007 – Present.

(Please see the Hall and North Financial Group, LLC, Part 2A Firm Brochure, dated March 3, 2012, for an explanation of the CFP® designation.)

### **Item 3 Disciplinary Information**

**This item discusses any disciplinary problems connected with me.**

There have been no disciplinary problems involving me.

### **Item 4 Other Business Activities**

**This item lists other businesses in which I am involved.**

I am a Registered Principal and a licensed insurance agent in the state of Texas, employed with Financial Network Investment Corporation, a securities broker-dealer and insurance agency. From time to time, I may offer you investment products or insurance advice or products through Financial Network Investment Corporation.

### **Item 5 Additional Compensation**

**This item discusses any compensation in addition to investment advisory fees that I may receive in connection with giving investment advice to you.**

If, as a result of my investment advice, you were to purchase or sell a securities investment or an insurance policy from me I might receive a portion of the standard commission for such a sale. I would tell you about this possible conflict of interest beforehand and you are not required to act on my investment advice or to make any transactions through me or through the broker-dealer with which I am associated or through any other person.

### **Item 6 Supervision**

**This item gives you information about the company's supervision of my investment advisory activities.**

The investment adviser firm supervises all my activities for them. If you have any questions or concerns, please contact Craig Hall, Managing Member and Chief Compliance Officer at (281) 870-9400 or by email at [hallcraig@financialnetwork.com](mailto:hallcraig@financialnetwork.com).

### **Item 7 Requirements for State-Registered Advisers**

**This item discusses any types of disciplinary problems that involve me and certain other information that may be required by state securities authorities**

There are no disciplinary items concerning me and there is no other state-required information that needs to be shown here.