

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

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This brochure provides information about the qualifications and business practices of Game Plan Financial Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at (440) 209.6480 and/or email gameplan@gameplanfa.com. 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 Game Plan Financial Advisors, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

The term(s) "Registered Investment Advisor" and/or "Registered" do not imply any level of skill or training.

Item 2 Material Changes

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Game Plan Financial Advisors, LLC is an independent Registered Investment Advisor (RIA), that provides investment advisory services to a broad group of clientele ranging from individuals and corporations to a special niche group made up of professional and college coaches, executives, and their families.

As an independent full-service wealth management firm, Game Plan Financial Advisors, LLC provides financial planning, asset management, and insurance products. The firm was founded in 2008.

The firm, while relatively young, has three principals, Ted Beckman, Mike Norehad, and Jonathan Drew Burke that bring with them over 50 years of combined experience in advising families, foundations and corporations in a variety of financial/market environments.

Financial Planning - The has the ability to use EISI NaviPlan Select software and its accompanying fact-finder questionnaires to compile clients' financial information, evaluate that information, and prepare presentation documents for proposed financial plans. This software is used on a case-by-case basis.

Asset Management – Client relationships are guided by an Investment Policy Statement (IPS) that is agreed upon by both the client and advisor. The IPS is meant to serve as the formal, long-range, strategic plan for the assets being managed by Game Plan Financial Advisors, LLC. Each IPS is tailored to consider clients' risk tolerances, investment time-horizons, and unique goals. Should clients wish to have certain securities, types of securities, or asset classes excluded from their portfolios, a request must be submitted in writing.

Insurance Products– Licensed insurance agents employed by Game Plan Financial Advisors, LLC may work with insurance companies, as well as brokerage general agencies to provide clients with suitable insurance products (e.g. Life Insurance, Long-Term Care Insurance, Annuities) that make up a part of the comprehensive financial plan. **Employees selling insurance products will be acting as agents of the insurance company and will receive commissions from the sale of these insurance products.** With this said, it is the mandate of all employees of Game Plan Financial Advisors, LLC to act in the clients' best interests at all times. Please see Item 5 for more on compensation.

As of January 4, 2012 Client Assets Under Management (AUM) \$61,449,739.80. Assets are managed on a discretionary basis.

Item 5 Fees and Compensation

Game Plan Financial Advisors, LLC provides investment advisory services for a fee of up to 1.5% per year based on Assets Under Management.

Investment Management Fees are paid by Custodian to the firm from client assets, and paid in advance on a quarterly basis. In the event of termination of advisor-client relationship, clients will be refunded on a pro rata basis.

Fees are negotiable on a client by client basis based upon factors including asset allocation, level of activity, level of communication, and type of securities held in the portfolio.

Clients will incur brokerage charges including transaction costs, exchange fees, and wire fees. Please see item 12 “Brokerage practices” for more information this subject.

Michael Norehad & Michael Baker are licensed insurance agents and will work with insurance companies and brokerage general agencies to provide clients with suitable insurance products as part of a comprehensive financial plan.

When selling insurance products Mr. Norehad and Mr. Baker act as agents of the insurance company and will receive commissions from the sale of these insurance products.

This can create a conflict of interest and give agents incentive to recommend products based on compensation received, rather than on a client’s needs. It is the mandate of all employees of Game Plan Financial Advisors, LLC to act in the clients’ best interests at all times. By using brokerage general agencies, Mr. Norehad, and Mr. Baker will be able to provide clients with quotes from a number of insurance companies, giving clients the ability to choose the product that best suits their unique needs.

Clients are made aware that they may purchase insurance products recommended by the firm through other brokers or agents that are not affiliated with Game Plan Financial Advisors, LLC.

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

Employees of Game Plan Financial Advisors, LLC do not accept performance-based fees—fees based on a share of capital gains or capital appreciation of the assets of a client.

Item 7 Types of *Clients*

Game Plan Financial Advisors, LLC provides investment advisory services to individuals, trusts, corporations, and foundations.

There are no account minimums.

At Game Plan Financial Advisors, LLC we start with the assumption that every client is interested in taking as little risk as is necessary to achieve their financial goals. We believe long-term capital appreciation is achieved by following a focused and disciplined approach to portfolio management.

We follow a top-down approach that first looks at the market (equity and fixed-income) as a whole from both a technical and fundamental standpoint to determine the level of market risk. We then filter through sectors to determine what areas are the most appealing from a risk/reward standpoint.

We utilize a variety of fundamental research resources, including: Morningstar, Goldman Sachs, Morgan Stanley Smith Barney, Ned Davis, Argus Research, and Charles Schwab

On the technical side we follow research from many of the above firms, as well as: Dorsey Wright, and stockcharts.com.

Investment in securities involves risk. The value of investments may rise as well as fall, and past price performance—which is a key component of technical analysis—is used as a guide and does not guarantee future results. We offer investment advice on the basis of our best fundamental analysis of current conditions and cannot be held responsible if any investment fails to achieve our expectations.

We strive to accomplish a level of transparency for clients that surpass what they have come to expect. We do this by breaking investments into three buckets:

- “Bullet Proof” (0-100% allocation) - CDs, Treasuries, Corporate bonds, Municipal bonds
- Strategic (0-50% allocation) -ETFs, Bonds, Preferred Stocks, derivatives
- Tactical (0-100% allocation - Individual equities, ETFs

Clients may not trade in warrants, options, futures, securitized derivatives and contracts for difference until they have signed the appropriate warning notice, available from their broker.

Item 9 Disciplinary Information

N/A

Item 10 Other Financial Industry Activities and Affiliations

Jonathan Drew Burke is employed as Director of Finance at Sweetener Supply Corporation of Brookfield, IL. The principal owner of Sweetener Supply and employees of Sweetener Supply are clients of Game Plan Financial Advisors, LLC.

Game Plan Financial Advisors, LLC adheres to a code of ethics that is intended to satisfy Rule 204A-1 promulgated under The Investment Advisors Act of 1940. A copy of our code is available upon request.

“An investment adviser is a fiduciary who owes his clients undivided loyalty, and is prohibited from engaging in activity in conflict with the interest of the client. A breach of an adviser’s fiduciary obligations constitutes a violation of the antifraud provisions of the advisors act. The fiduciary obligation imposes on an advisor a duty to deal fairly and act in the best interest of its clients. Such duty imposes upon an investment advisor numerous responsibilities including the duty to render disinterested and impartial advice; to make suitable recommendations to clients in light of their needs, financial circumstances and investment objectives; to exercise a high degree of care to insure that adequate and accurate representations and other information about securities are presented to clients; and, to have an adequate basis in fact for its recommendations, representations and projections.”

Conflicts of Interest – Advisors have a duty to disclose potential and actual conflicts of interest to clients. No employee of the firm may enter into, renew or amend an advisory agreement without disclosing all material actual or potential conflicts of interest which he or she knew or should have known.

Personal Securities Trading - Employees are required to periodically report their personal securities transactions and holdings to the Chief Compliance Officer. In accordance with the fiduciary relationship between investment advisor and client, personal securities transactions shall not be in contradiction to advice given to clients with similar investment objectives, risk profiles, and investment time-horizons.

“Beneficial Ownership” and “Reportable Securities” – Holdings and transaction reports are required to include all “reportable securities” in which the employee has, or acquires, any direct or indirect “beneficial ownership”.

Directed Brokerage

- a. Game Plan Financial Advisors, LLC routinely recommends Charles Schwab & Co. as the directed broker-dealer through which clients ought to execute transactions. The firm receives no commission from this recommendation; rather it is largely based on the low transaction costs, exceptional technology, size, national presence, and ease of use for clients.
- b. If clients select another direct brokerage Game Plan Financial Advisors, LLC may be unable to achieve the most favorable execution of client transactions. Stating a directed brokerage may cost clients more money; however, we feel that Schwab's available \$8.95/trade fees are among the lowest in the business and compelling in light of the services available to the firm and its clients.

Item 13 Review of Accounts

Client accounts are reviewed at least weekly by an investment advisor. Reviews to determine asset allocation changes and portfolio re-balancing are conducted at least quarterly. On a continuing basis, the principals review individual securities holdings that are common to many accounts and make adjustments based on current market conditions and relevant news.

Regular reports are sent to clients by the custodian on a monthly basis. Quarterly reports detailing cost basis, realized gains & losses, and fees are provided quarterly by Game Plan Financial Advisors, LLC. In addition, clients are encouraged to view their portfolios through the custodian's secured website.

Game Plan Financial Advisors, LLC enters into solicitor agreements with individuals. The solicitor agreement is pursuant to Rule 206(4)-3 of The Investment Advisors Act of 1940. The solicitor is not an employee, agent, or officer of the firm, but is an independent contractor in the business of referring new investment advisory clients to the firm under the terms set forth in the solicitor agreement. A copy of this agreement is available upon request.

In consideration for client referrals and other requested or required solicitor activities, Game Plan Financial Advisors, LLC pays a referral fee as full compensation to the solicitor.

Game Plan Financial Advisors, LLC recommends Charles Schwab & Co. as a custodian for reasons listed under item 12 listed above. Clients will receive statements both from Charles Schwab, as well as Game Plan Financial Advisors, LLC.

Clients are strongly encouraged to compare their statements on a quarterly basis at a minimum.

Game Plan Financial Advisors, LLC holds limited power of attorney over client accounts. The firm has authority to determine, without obtaining prior specific consent, the:

- Securities to be bought and/or sold
- Amount of securities to be bought and/or sold
- Dollar amount withdrawn for management fees

Clients are required to sign a limited power of attorney with their chosen custodian/broker-dealer granting the firm discretion over trading activity, fund disbursement, and fee deductions.

Pursuant to the Game Plan Financial Advisors, LLC Investment Advisory Agreement signed by each client:

“Advisor shall be required to vote on proxies solicited by or with respect to the issuers of securities in which Assets of the Account may be invested in accordance with Advisor’s then-current Proxy-Voting Policy, unless client retains such voting and related obligations by checking the box below. [in the agreement] For purposes of this Agreement, obligations related to proxy voting include determining whether to participate in class action litigation, and determining whether and when to tender securities in response to a tender offer”

Item 18 Financial Information

N/A

Item 19 Requirements for State-Registered Advisers

N/A