



Client Brochure

FORM ADV PART 2A

This brochure provides information about the qualifications and business practices of Guidance Point Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at (617) 869-6653 or by email at: wdelcol@guidancepointllc.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 Guidance Point Advisors, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. Guidance Point Advisors, LLC's CRD number is: 148768

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Item 2: Material Changes

There has been a material change since our last brochure dated August 16, 2011. Due to amendments made to the Investment Advisers Act of 1940, Guidance Point Advisors, LLC must register with state authorities, or must be excluded or exempted from state registration in order to carry-on its advisory business.

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Item 4: Advisory Business

Description of the Advisory Firm

Guidance Point Advisors, LLC ("GPA") has been in business since October 2008, and the principal owners are Wesley Austin Del Col and Robert Egidio Del Col. Robert Egidio Del Col is not involved in the activities of GPA.

Types of Advisory Services

GPA provides fee-based investment supervisory services, financial planning services and retirement income planning services to advisory clients.

Investment Supervisory Services

GPA offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. GPA practices both custom management and utilizes model portfolios to meet the client's objectives. Our investment philosophy is premised on diversification and asset allocation. While macroeconomic conditions, market conditions, and other quantitative measures might cause GPA to tactically shift a portfolio away from its target allocation, GPA ultimately seeks to manage the portfolios, over the long term, to each client's appropriate target allocation. GPA utilizes an investor profiling questionnaire which takes into account each client's current situation (income, time horizon, and risk tolerance levels). Based on the information collected, a Statement of Investment Selection (the Investment Policy Statement) is created for each client, to aid in the selection of a portfolio that matches each client's specific situation. Investment Supervisory Services include, but are not limited to, the following:

- Investment strategy
- Personal investment policy
- Asset allocation
- Asset selection
- Risk tolerance
- Regular portfolio monitoring

GPA evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

Retirement Planning Services

Retirement income planning services are intended to offer comprehensive guidance related to the management of a client's assets and income over the course of their retirement. GPA will attempt to provide accurate and comprehensive advice and