



Ideal Life
FINANCIAL ADVISORS

**Item 1: Cover Page for
Part 2B of Form Adv:
Brochure Supplement**

Dated August 2012

James Den Dulk

**Ideal Life Financial Advisors
2240 East Bidwell Street, Suite 110
Folsom, CA 95630**

Firm Contact: James Den Dulk, General Partner and Chief Compliance Officer

Firm Website Address: www.ideallifefa.com

This brochure supplement provides information about Mr. den Dulk that supplements our brochure. You should have received a copy of that brochure. Please contact James den Dulk, Chief Compliance Officer, if you did not receive Ideal Life Financial Advisor's brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. den Dulk is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational Background and Business Experience

James den Dulk

Year of Birth: 1959

Educational Background:

- 1977-1978 - Modesto Junior College
- 1980 - Fresno State University

Business Background:

- 04/2012 - Present; LPL Financial; Registered Representative
- 09/2011 - Present; Ideal Life Financial Advisors; General Partner/Financial Advisor
- 09/2011 - 04/2012; Cambridge Legacy Group; Financial Advisor
- 08/1998 - 09/2011; Edward D. Jones & Co.; Financial Advisor

Examinations and Licenses:

- 04/2005 – Series 66
- 01/1999 – Series 7
- 1979 – California Life Insurance License

Item 3. Disciplinary Information¹

If there are legal or disciplinary events material to your evaluation of Mr. den Dulk, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

¹ **Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. den Dulk to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. den Dulk to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow state rules.

Item 4. Other Business Activities

A. If Mr. den Dulk is actively engaged in any investment-related business or occupation, including if Mr. den Dulk is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. den Dulk's other financial industry activities creates a material conflict of interest with you, we are required to describe the nature of the conflict and generally how we address it.

Mr. den Dulk is a licensed insurance agent and may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client. In order to minimize this conflict of interest, Mr. den Dulk will place client interests ahead of his own interests and adhere to our firm's Code of Ethics as well as clearly explaining this conflict when recommending any such products to clients. Clients are informed they are not obligated to purchase these products. He devotes approximately one percent (1%) of his professional time on this other business.

2. If Mr. den Dulk receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Mr. den Dulk receives. We must explain that this practice gives Mr. den Dulk an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. den Dulk is a registered representative of LPL Financial, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. den Dulk may earn and may not necessarily be in the best interests of the client. In order to minimize this conflict of interest, Mr. den Dulk will place client interests ahead of his own interests and adhere to our firm's Code of Ethics as well as clearly explaining this conflict when recommending any such products to clients. Clients are informed they are not obligated to purchase these products.

- B. If Mr. den Dulk is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Mr. den Dulk's income or involve a substantial amount of Mr. den Dulk's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. den Dulk's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

Item 5. Additional Compensation

If someone who is not a client provides an economic benefit to Mr. den Dulk for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. den Dulk's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

Item 6. Supervision

We are required to explain how we supervise Mr. den Dulk, including how we monitor the advice Mr. den Dulk provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. den Dulk's advisory activities on behalf of our firm.

Mr. den Dulk is a general partner and Chief Compliance Officer and as such has no internal supervision placed over him. He is however bound by our firm's Code of Ethics. If you have any questions regarding this brochure supplement please contact Mr. den Dulk at (916) 235-4646.

Item 7. Requirements for State-Registered Advisers

- A. In addition to the events listed in Item 3 of Part 2B, if Mr. den Dulk has been involved in one of the events listed below, we disclose all material facts regarding the event.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

B. If Mr. den Dulk has been the subject of a bankruptcy petition, we must disclose that fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.