

Item 1- Cover Page

James Saling

7965 N. High Street, Columbus, Ohio 43235

Saling Simms Associates Inc.

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614-841-1881

8/30/2012

This Brochure Supplement provides information about James Saling that supplements the Saling Simms Associates Brochure. You should have received a copy of that Brochure. Please contact Jenny Berry, Director of Client Services if you did not receive Saling Simms Associates' Brochure or if you have any questions about the contents of this supplement.

Additional information about James Saling is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

James A. Saling, CIMA®, CPWA®, who is a principal owner - born 3/1/56: Attended OSU for both undergraduate study in Accounting and Business Administration as well as graduate study in Finance and Marketing. Earned the professional designation of Certified Investment Management Analyst, CIMA® from the Investment Management Consultants Association through The Wharton School of Business at The University of Pennsylvania. Completed two sections of the CFP education process. Holds FINRA Series 6, 7, 22, 24, 51, 63 licenses as well as Ohio Department of Insurance Life, Accident & Health and Variable Life and Annuity licenses. Previously held positions as adjunct faculty member of Ohio Dominican University where he taught Finance, Investments, Tax, Accounting, and Economics and the Fundamentals of Business. He has taught coursework for the ChFC and CLU professional designation program through The American College of Pennsylvania.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Jim is a registered representative of Raymond James Financial Services, Inc. (RJFS), a wholly owned subsidiary of Raymond James Financial, Inc. RJFS clears its securities transactions on a fully disclosed basis through Raymond James & Associates, Inc. (member NYSE), which is also a wholly owned subsidiary of Raymond James Financial, Inc. Advisory services are provided separately and independently of the broker/dealer.

SSAI receives commissions and other compensation based upon the sale of securities including distribution or service "trail" fees from the sale of mutual funds. Vendors will periodically sponsor events hosted by SSAI. These vendors are typically mutual fund or investment companies that will either provide reimbursement to SSAI up to the amount of expenses incurred or provide direct payment for event expenses. This practice could provide SSAI an incentive to recommend investment products based upon this support, rather than the client's needs.

Item 5- Additional Compensation

No additional compensation is provided.

Item 6 - Supervision

Jim is supervised by Brent Simms, Chief Compliance Officer (614-841-1881). SSAI has adopted written policies and procedures which are designed to set standards and internal controls for the firm, its employees, and its businesses and are also reasonably designed to detect and prevent any violations of regulatory requirements and the firm's policies and procedures. Brent is required to be responsible for and monitor firm individuals and to detect, prevent and report any activities inconsistent with the firm's procedures, policies, high professional standards, or legal/regulatory requirements.

SSAI's Compliance Department, in conjunction with Management, are primarily responsible for the development and implementation of appropriate policies and procedures. Monitoring systems are tailored to particular policies and procedures, the manner and frequency of testing varying as appropriate.

These compliance procedures include the reporting of violations or errors to designated personnel. After any preliminary due diligence and investigation, matters are corrected or resolved in an appropriate manner, which will vary depending on, among other things, the nature and severity of the violation.

Item 7- Requirements for State-Registered Advisers

State Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each

supervised person providing investment advice that was not disclosed in Item 3. No information is applicable to this Item.