

FORM ADV**Uniform Application for Investment Adviser Registration****Part II - Page 1****OMB APPROVAL**

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Name of Investment Adviser:

The Planners Professional Services, Inc.

Address: (Number and Street)

1012 Grand Avenue

(City)

West Des Moines

(State)

IA

(Zip Code)

50265-3501

Area Code: Telephone Number:

(515) 224-0149

**This part of Form ADV gives information about the investment adviser and its business for the use of clients.
The information has not been approved or verified by any governmental authority.**

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(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

**Potential persons who are to respond to the collection of information contained in this form
are not required to respond unless the form displays a currently valid OMB control number.**

FORM ADV**Part II - Page 2**

Applicant:

The Planners Professional Services, Inc.

SEC File Number:

801-N/A

Date:

03/25/2008**1. A. Advisory Services and Fees.** (check the applicable boxes)For each type of service provided, state the approximate % of total advisory billings from that service. **Estimate**
(See instruction below.)**Applicant:**

- | | | | |
|-------------------------------------|-----|---|------------|
| <input type="checkbox"/> | (1) | Provides investment supervisory services | _____ % |
| <input type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services | _____ % |
| <input checked="" type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above | 10% |
| <input type="checkbox"/> | (4) | Issues periodicals about securities by subscription | _____ % |
| <input type="checkbox"/> | (5) | Issues special reports about securities not included in any service described above | _____ % |
| <input type="checkbox"/> | (6) | Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities | _____ % |
| <input checked="" type="checkbox"/> | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities | 10% |
| <input type="checkbox"/> | (8) | Provides a timing service | _____ % |
| <input checked="" type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above | 80% |

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

B. Does applicant call any of the services it checked above financial planning or some similar term?Yes No
☒ ☐**C.** Applicant offers investment advisory services for: (check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input checked="" type="checkbox"/> (6) Other |

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date

2. Types of clients - Applicant generally provides investment advice to: (check those that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Individuals | <input checked="" type="checkbox"/> E. Trusts, estates, or charitable organizations |
| <input checked="" type="checkbox"/> B. Banks or thrift institutions | <input checked="" type="checkbox"/> F. Corporations or business entities other than those listed above |
| <input type="checkbox"/> C. Investment companies | <input type="checkbox"/> G. Other (describe on Schedule F) |
| <input checked="" type="checkbox"/> D. Pension and profit sharing plans | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

FORM ADV**Part II - Page 3**

Applicant:

The Planners Professional Services, Inc.

SEC File Number:

801- **N/A**

Date:

03/25/2008**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Equity securities | <input checked="" type="checkbox"/> H. United States government securities |
| <input checked="" type="checkbox"/> (1) exchange-listed securities | |
| <input checked="" type="checkbox"/> (2) securities traded over-the-counter | I. Options contracts on: |
| <input checked="" type="checkbox"/> (3) foreign issues | <input type="checkbox"/> (1) securities |
| | <input type="checkbox"/> (2) commodities |
| <input checked="" type="checkbox"/> B. Warrants | J. Futures contracts on: |
| | <input type="checkbox"/> (1) tangibles |
| <input checked="" type="checkbox"/> C. Corporate debt securities
(other than commercial paper) | <input type="checkbox"/> (2) intangibles |
| <input checked="" type="checkbox"/> D. Commercial paper | K. Interests in partnerships investing in: |
| <input checked="" type="checkbox"/> E. Certificates of deposit | <input checked="" type="checkbox"/> (1) real estate |
| <input checked="" type="checkbox"/> F. Municipal securities | <input checked="" type="checkbox"/> (2) oil and gas interests |
| | <input checked="" type="checkbox"/> (3) other (explain on Schedule F) |
| G. Investment company securities: | <input type="checkbox"/> L. Other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (1) variable life insurance | |
| <input checked="" type="checkbox"/> (2) variable annuities | |
| <input checked="" type="checkbox"/> (3) mutual fund shares | |

4. Methods of Analysis, Sources of Information, and Investment Strategies.

A. Applicant's security analysis methods include: (check those that apply)

- | | |
|---|--|
| (1) <input type="checkbox"/> Charting | (4) <input checked="" type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input type="checkbox"/> Other (explain on Schedule F) |
| (3) <input checked="" type="checkbox"/> Technical | |

B. The main sources of information applicant uses include: (check those that apply)

- | | |
|---|--|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines | (5) <input checked="" type="checkbox"/> Timing services |
| (2) <input checked="" type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the
Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input type="checkbox"/> Company press releases |
| (4) <input checked="" type="checkbox"/> Corporate rating services | (8) <input type="checkbox"/> Other (explain on Schedule F) |

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- | | |
|--|--|
| (1) <input checked="" type="checkbox"/> Long term purchases
(securities held at least a year) | (5) <input checked="" type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input type="checkbox"/> Option writing, including covered options, uncovered
options or spreading strategies |
| (3) <input checked="" type="checkbox"/> Trading (securities sold within 30 days) | (7) <input type="checkbox"/> Other (explain on Schedule F) |
| (4) <input checked="" type="checkbox"/> Short sales | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

FORM ADV**Part II - Page 4**

Applicant:

The Planners Professional Services, Inc.

SEC File Number:

801-N/A

Date:

03/25/2008**5. Education and Business Standards.**

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?

Yes No
☒ ☐

(If yes, describe these standards on Schedule F.)

6. Education and Business Background.

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- | | |
|-----------------|--|
| • name | • formal education after high school |
| • year of birth | • business background for the preceding five years |

7. Other Business Activities. (check those that apply)

- ☒ A. Applicant is actively engaged in a business other than giving investment advice.
- ☒ B. Applicant sells products or services other than investment advice to clients.
- ☒ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

8. Other Financial Industry Activities or Affiliations. (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
- | | |
|--|--|
| <input checked="" type="checkbox"/> (1) broker-dealer | <input checked="" type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input checked="" type="checkbox"/> (3) other investment adviser | <input checked="" type="checkbox"/> (9) insurance company or agency |
| <input type="checkbox"/> (4) financial planning firm | <input type="checkbox"/> (10) pension consultant |
| <input type="checkbox"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="checkbox"/> (11) real estate broker or dealer |
| <input type="checkbox"/> (6) banking or thrift institution | <input type="checkbox"/> (12) entity that creates or packages limited partnerships |

(For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest?.....

Yes No
☐ ☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

FORM ADV**Part II - Page 5**

Applicant:

The Planners Professional Services, Inc.

SEC File Number:

801- **N/A**

Date:

03/25/2008**9. Participation or Interest in Client Transactions.**

Applicant or a related person: (check those that apply)

- ☐ A. As principal, buys securities for itself from or sells securities it owns to any client.
- ☒ B. As broker or agent effects securities transactions for compensation for any client.
- ☐ C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- ☒ D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- ☒ E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures, or disclosures are used for conflicts of interest in those transactions.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

- 10. Conditions for Managing Accounts.** Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services *and* impose a minimum dollar value of assets or other conditions for starting or maintaining an account?

Yes	No
<input checked="" type="checkbox"/>	<input type="checkbox"/>

(If yes, describe on Schedule F.)

- 11. Review of Accounts.** If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:

- A. Describe below the reviews and reviewers of the accounts. **For reviews**, include their frequency, different levels, and triggering factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

Reviewers are: David J. McNamara, Dean M. Nihart, James A. Beu

The number of accounts that each reviewer is assigned varies for the titles and the functions of each reviewer. The instructions on performing reviews varies widely based upon the unique nature of each client. The frequency and level will vary widely for each client based upon their unique and individual needs and requirements and the factors that initiate a review are unique to each client as well.

- B. Describe below the nature and frequency of regular reports to clients on their accounts.

Investment advisory clients determine what (if any) regularly furnished reports will be generated.**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

Applicant:

The Planners Professional Services, Inc.

SEC File Number:

801-N/A

Date:

03/25/2008

12. Investment or Brokerage Discretion.

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

(1) securities to be bought or sold?

Yes No

☐ ☒

(2) amount of the securities to be bought or sold ?

Yes No

☐ ☒

(3) broker or dealer to be used ?

Yes No

☐ ☒

(4) commission rates paid?

Yes No

☐ ☒

B. Does applicant or a related person suggest brokers to clients?

Yes No

☒ ☐

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products and research services received.

13. Additional Compensation.

Does the applicant or a related person have any arrangements, oral or in writing, where it:

A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients?

Yes No

☒ ☐

B. directly or indirectly compensates any person for client referrals?

Yes No

☐ ☒

(For each yes, describe the arrangements on Schedule F.)

14. Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities unless applicant is registered or registering only with the Securities and Exchange Commission; or
- requires prepayment of more than \$500 in fees per client and 6 or more months in advance

Has applicant provided a Schedule G balance sheet?

Yes No

☐ ☒

Schedule F of Form ADV
Continuation Sheet for Form ADV Part II

Applicant: **The Planners Professional Services, Inc.**

SEC File Number:
801- **n/a**

Date:
03/25/2008

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:
The Planners Professional Services, Inc.

IRS Empl. Ident. No.:
42-1317552

Item of Form
(identify)

Answer

1D

Introduction

The Planners Professional Services, Inc. (hereinafter the "Company") offers personalized investment advisory services to individuals, bank or thrift institutions, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities. The Firm's services and fee arrangements are described in the following pages.

Financial Planning and Consulting Services

Financial planning services typically involve providing a variety of services, principally advisory in nature, to clients regarding the management of their financial resources based upon an analysis of their individual needs. The Company will first conduct an initial consultation to determine the scope of services required with the client. If the client and the Company mutually decide to proceed, the client will engage the Company to provide financial planning services. Follow up meetings will be conducted as necessary, during which pertinent information about the client's financial circumstances and objectives will be collected. The Company may meet with the client's other professional advisors (financial, legal, real estate, tax, etc.) for a series of information gathering and/or implementation meetings. Once such information has been reviewed and analyzed, a written financial plan designed to achieve the client's stated financial goals and objectives will be produced and presented to the client. The primary objective of this process is to allow the Company to assist the client in developing a strategy for the successful management of income, assets, and liabilities in meeting the client's financial goals and objectives.

Financial plans are based on the client's financial situation at the time the plan is presented and are based on financial information disclosed by the client to the Company. Clients are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. Past performance is in no way an indication of future results. The Company cannot offer any guarantees or promises that the client's financial goals and objectives will be met.

For clients wishing to engage the Company for financial planning services, fees will be based on the negotiable schedules set forth below and as agreed upon between the client and the Company.

Fixed Fees: The fee for a financial plan generally ranges between \$300 and \$10,000. Factors that are considered when determining the cost of a financial plan, include but are not limited to:

- The scope of the plan, i.e., plans that cover all aspects of a clients financial plan such as business succession, estate planning, retirement needs, education planning, and successor trusts, among others, would warrant a higher fee that a more simplistic client situation covering typical financial needs for current money management and retirement.
- Complexity of the client financial situation, i.e., trusts, estates, business ownership, tax brackets and other personal needs.

Hourly Fees: Typically, the Company's hourly fee for financial planning services ranges between \$175 and \$300. The hourly fee is negotiable based upon the complexity and scope of the plan and the client's financial situation and objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the time/cost could potentially exceed the initial estimate. In such cases, the Company will notify the client and will request that the client approve applicable additional fees.

Typically, the Company requires a prepayment equal to 50% of the total fee. The balance of the fee is due upon completion of the task contracted for. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the time/cost could potentially exceed the initial estimate. In such cases, the Company will notify the client and will request that the client approve applicable additional fees.

Complete amended pages in full, circle amended items and file with execution page (page 1).

Schedule F of Form ADV
Continuation Sheet for Form ADV Part II

Applicant: **The Planners Professional Services, Inc.**

SEC File Number:
801- **n/a**

Date:
03/25/2008

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: The Planners Professional Services, Inc.	IRS Empl. Ident. No.: 42-1317552
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Item of Form (identify)	Answer
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	<p>Applicable fees, fee payment arrangements, and the terms of the engagement will be clearly set forth in the client agreement executed between the Company and the client prior to services being rendered. In no circumstance will the Company require prepayment of a fee more than six months in advance and in excess of \$500.</p> <p>Clients may act on the Company's recommendations by placing securities transactions with any brokerage firm the client chooses. The client is under no obligation to act on the Company's financial planning recommendations. Moreover, if the client elects to act on any of the recommendations, the client is under no obligation to implement the financial plan through the Company or VSR Financial Services. However, if the client implements a plan through IARs of the Company in their capacities as investment adviser representatives or registered representatives of VSR Financial Services, such individuals will earn commissions and/or management fees for services offered through VSR Financial Services.</p> <p>The client may terminate a financial planning agreement within ten business days after the date when all parties have signed the agreement without penalty. After this ten-day period, either party may terminate the agreement upon written notice to the other. If a deposit has been collected by the Company, a pro rata refund will be made to the client. Conversely, the client may incur a pro rata charge for bona fide financial planning and/or consulting services rendered prior to such termination.</p> <p>Asset Allocation Review Services The Company provides non-discretionary, non-continuous investment recommendation and consulting services where the investment advice provided is custom tailored to meet the needs and investment objectives of the client. As part of this service, the Company will gather information about the client's financial situation and objectives, and assist the client in determining their investment goals, objectives, risk tolerance, and retirement plan time horizon. The Company will not manage any portion of the client's assets, but will provide recommendations as to the client's asset allocation. The Company will receive duplicate account statements from the client's account custodian and will monitor the client's account on a periodic basis to ensure the account remains aligned with the client's stated financial objectives. The client is free at all times to accept or reject any investment recommendation from the Company.</p> <p>The Company's fee for asset allocation services is based on a percentage of assets under monitoring and is billed quarterly in advance or arrears or annually in arrears. Fees will be assessed pro rata in the event the agreement is executed at any time other than the first day of a calendar quarter. The fee is based on a percentage of assets under monitoring. Generally, the Company charges a negotiable annualized fee of 2% of assets under monitoring. This fee is based on the size, asset composition and complexity of the client account. Older client relationships may be subject to a different fee schedule. In any case, the fees and terms will be clearly set forth in the executed agreement for services.</p> <p>The Company will either invoice clients directly for asset allocation services fees or payment of fees will be made by the qualified custodian holding the client's funds and securities provided the client supplies written authorization permitting the fees to be paid directly from the account. The Company will not have access to client funds for payment of fees without written consent by the client. Further, the qualified custodian agrees to deliver an account statement directly to the client, on a least a quarterly basis showing all disbursements from the account. The client is encouraged to review all account statements for accuracy. The Company will receive a duplicate copy of the statement that was delivered to the client.</p> <p>The Company or the client may terminate the agreement within ten business days of written presentation and execution of the contracts without penalty to the client. After the ten-day period, either party may terminate the agreement by providing written notice to the other party. In the event there are any prepaid, unearned fees at the time of termination, the Company will promptly refund a pro rata</p>
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Complete amended pages in full, circle amended items and file with execution page (page 1).

Schedule F of Form ADV
Continuation Sheet for Form ADV Part II

Applicant: **The Planners Professional Services, Inc.**

SEC File Number:
801- **n/a**

Date:
03/25/2008

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: The Planners Professional Services, Inc.		IRS Empl. Ident. No.: 42-1317552
Item of Form (identify)	Answer	
	share to the client.	
3K(3)	Equipment Leasing Limited Partnerships, Storage Facility Leasing, Casual Dining Facility Leasing, Utility Company Ownership, and other varied types of business enterprises that can be offered in a private or public partnership format of ownership.	
5	Associates providing consultation to clients are generally expected to have at least an undergraduate degree in finance/accounting, economics, and/or professional designations such as CFP®, ChFC, LLB or JD, and/or related experience and accomplishments concerning analysis and consultation.	
6	<p>David Joseph McNamara; born 2/6/51; CFP® Designation, College for Financial Planning, 1985; BGS, University of Iowa, 1974; AA, Kirkwood Community College, 1972; President, The Planners Advisory Services, 1/88-Present; President, The Planners Professional Services, 1/85-Present; Investment Advisory Representative, The Masters, 11/97-Present; FINRA Series 63, 1984; FINRA Series 7, 1984; FINRA Series 24, 1985; Life, Health, and Variable licensed in multiple states.</p> <p>Dean Michael Nihart; born 6/25/60; ChFC Designation, The American College, 1992; BS Winona State University, 1982; Vice President, The Planners Professional Services, 1/89-Present; President, Nihart Advisory Services, 7/89-Present; Investment Advisory Representative, The Masters, 11/97-Present; Iowa Life, Health, and Variable licensed, 1982; FINRA Series 6, 1983; FINRA Series 7, 1984.</p> <p>James Alan Beu; born 7/11/40; BS University of Kansas, 1963; Kansas State University, 1966; Associate, The Planners Professional Services, 1/89-Present; Investment Advisory Service Representative, The Masters, 11/97-Present; CLU Part 1, 1976; FINRA Series 6, 1981; FINRA Series 6, 1981; FINRA Series 63, 1983; FINRA Series 22, 1986; FINRA Series 7, 1987; Life, Health, and Variable licensed.</p>	
7ABC	Principal executive officers, David J. McNamara, Dean M. Nihart, and reviewer James A. Beu, are registered representatives with VSR Financial Services, Inc., a broker-dealer in Overland Park, KS. These individuals also conduct business under the various trade names of The Planners Financial Services, Inc., Nihart Advisory Services, Inc., The Planners Advisory Services, and The Planners Tax and Accounting. The principal executive officers and reviewer of the Advisor are registered representatives with VSR Financial Services, a registered broker-dealer and a member of FINRA, SIPC. As such, securities can be purchased and/or sold by the Advisor's clients. Clients may prefer to implement specific recommendations with other firm(s) or advisor(s) which is permitted and disclosed. Approximately 75% of all reviewers' time is spent in Financial Planning or Asset Management services including securities and insurance.	
8C(1)	Related persons of the applicant may be registered representatives of VSR Financial Services, a Registered broker-dealer, member of FINRA, SIPC. Clients are under no obligation to purchase or sell securities through these related persons; however, if they choose to implement the plan, commissions may be earned in addition to any fees paid for advisory services. The commissions may be higher or lower at VSR than other broker-dealers.	
8C(3)	Related persons of the applicant have a sub-advisor agreement with VSR Advisory Services, which is a VSR related advisor firm located in Overland Park, KS. Related persons of the applicant may receive compensation for fees paid to the sub-advisor. See also answer 7ABC.	
8C(7)	David J. McNamara has financial interest in The Planners Tax & Accounting, Inc., a firm which he founded and subsequently sold in 1991. Mr. McNamara is the only advisory affiliate or associate who receives financial benefits from referral to this Company.	
8C(9)	Related persons of the applicant may also be licensed with various insurance companies.	

Complete amended pages in full, circle amended items and file with execution page (page 1).

Schedule F of Form ADV
Continuation Sheet for Form ADV Part II

Applicant: **The Planners Professional Services, Inc.**

SEC File Number:
801- **n/a**

Date:
03/25/2008

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: The Planners Professional Services, Inc.		IRS Empl. Ident. No.: 42-1317552
Item of Form (identify)	Answer	
9B,D	Commissions may be earned if the advisor's recommendations are implemented.	
9E	<p>See answers 8C(1), (2), and (9).</p> <p>The Company or individuals associated with the Company may buy or sell – for their personal account(s) - investment products identical to those recommended to clients. It is the expressed policy of the Company that employees shall not have priority in any purchase or sale over clients' accounts.⁽¹⁾⁽²⁾</p> <p>The Company has adopted a Code of Ethics, the full text of which is available to clients upon request. The Company has several goals in adopting this Code. First, the Company desires to comply with all applicable laws and regulations governing its practice, and the management of the Company has determined to set forth guidelines for professional standards, under which all associated persons of the Company are to conduct themselves. The Company has set high standards, the intention of which is to protect client interests at all times and to demonstrate its commitment to its fiduciary duties of honesty, good faith and fair dealing with clients. All associated persons are expected to adhere strictly to these guidelines. This will serve to educate associated persons regarding appropriate activities. In addition, the Company maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by the Company or any person associated with the Company.</p> <p>⁽¹⁾ This investment policy has been established recognizing that some securities being considered for purchase and/or sale on behalf of the Company's Clients trade in sufficiently broad markets to permit transactions by Clients to be completed without an appreciable impact on the markets of the securities. Under certain circumstances, exceptions may be made to the policies stated above. Records of these trades, including the reasons for the exceptions, will be maintained with the Company's records in the manner set forth above.</p> <p>⁽²⁾ The foregoing does not apply to certain types of securities, such as obligations of the U.S. Government, and shares in open-end mutual funds. Open-end mutual funds are purchased or redeemed at a fixed net asset value price per share specific to the date of purchase or redemption. As such, transactions in mutual funds by Advisory Representatives are not likely to have an impact on the prices of the fund shares in which Clients invest.</p>	
10	Asset Allocation Review Services are generally designed for clients with assets in excess of \$100,000	
12B, 13A	See answer 8C(1).	

Complete amended pages in full, circle amended items and file with execution page (page 1).