

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

OMB Number 3235-0049
Expires: July 31, 2008
Estimated average burden
hours per response. . .9.402

Name of Investment Adviser:

Economic Concepts Advisory Services, Inc.

Address: (Number and Street)

(City)

(State)

(Zip Code)

Area Code: Telephone Number:

Annandale Square 67 Beaver Ave**Annandale****NJ****08801****(908) 735-4000**

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 government 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:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801-28493

Date:

3/25/08

Definitions for Part II

Related person - Any officer, director or partner of applicant or any person directly or indirectly controlling, controlled by, or under common control with the applicant, including any non-clerical, non-ministerial employee.

Investment Supervisory Services - Giving continuous investment advice to a client (or making investments for the client) based on the individual needs of the client. Individual needs include, for example, the nature of other client assets and the client's personal and family obligations.

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.
(See instruction below.)

Applicant:

- | | | | |
|-------------------------------------|-----|---|-----|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services | 80% |
| <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 type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above | % |

(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 the applicant call any of the services it checked above financial planning or some similar term?

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

C. Applicant offers investment advisory services for: (check all that apply):

- | | |
|--|---|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input checked="" type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input 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 type="checkbox"/> B. Banks or thrift institutions | <input 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 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:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801- **28493**

Date:

3/16/99**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

- | | |
|--|---|
| <input type="checkbox"/> A. Equity Securities | <input type="checkbox"/> H. United States government securities |
| <input type="checkbox"/> (1) exchange-listed securities | |
| <input type="checkbox"/> (2) securities traded over-the-counter | <input type="checkbox"/> I. Options contracts on: |
| <input type="checkbox"/> (3) foreign issues | <input type="checkbox"/> (1) securities |
| | <input type="checkbox"/> (2) commodities |
| <input type="checkbox"/> B. Warrants | |
| <input type="checkbox"/> C. Corporate debt securities | <input type="checkbox"/> J. Futures contracts on: |
| (other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| | <input type="checkbox"/> (2) intangibles |
| <input type="checkbox"/> D. Commercial paper | |
| <input type="checkbox"/> E. Certificates of deposit | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (1) real estate |
| | <input type="checkbox"/> (2) oil and gas interests |
| <input checked="" type="checkbox"/> G. Investment company securities | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (1) variable life insurance | <input type="checkbox"/> L. Other (explain on Schedule F) |
| <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 type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input type="checkbox"/> Other (explain on Schedule F) |
| (3) <input 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 type="checkbox"/> Timing services |
| (2) <input type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | Securities and Exchange Commission |
| (4) <input checked="" type="checkbox"/> Corporate rating services | (7) <input type="checkbox"/> Company press releases |
| | (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 | (5) <input type="checkbox"/> Margin transactions |
| (securities held at least a year) | |
| (2) <input checked="" type="checkbox"/> Short term purchases | (6) <input type="checkbox"/> Option writing, including covered options, |
| (securities sold within a year) | uncovered options or spreading strategies |
| (3) <input type="checkbox"/> Trading (securities sold within 30 days) | |
| (4) <input type="checkbox"/> Short sales | (7) <input type="checkbox"/> Other (explain on Schedule F) |

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:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801-28493

Date:

3/16/99**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 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:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801- 28493

Date:

2/14/06

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
☒ ☐

(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.

Since financial planning services terminate upon completion and presentation of the financial planning document (unless the client contracts for additional services offered through the applicant and/or its associated persons) no on-going reviews are performed. Applicant recommends that clients have their financial situation reviewed at least annually. Clients requesting additional reviews may be charged additional fees and may be required to execute a new client agreement.

Clients contracting for financial planning services on an annual retainer basis will have their accounts reviewed at least annually with the calendar being the triggering factor, unless changes in the client's financial situation or market conditions trigger a more frequent review.

Asset managed accounts will be reviewed at least monthly with the calendar being the triggering factor, unless changes in the client's financial situation or market conditions trigger a more frequent review.

The investment advisor representatives share the responsibilities for client reviews. Brian Fischer is responsible for approximately 60% and Scott Cooper is responsible for approximately 40% of all reviews.

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

All clients contracting for any form of on-going services through applicant will receive position reports at least annually. However, additional reports may be prepared upon client request and/or at the discretion of applicant.

Clients participating in the FAP and/or LifeGuide Program may receive quarterly, monthly or on-demand reports showing the investment performance of their accounts from Securities America Advisors, Inc. (SAA) or applicant.

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

Applicant:

Economic Concepts Advisory Services, Inc.

SEC File Number:

801-28493

Date:

3/16/99

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**

| | | |
|--|--------------------------------------|-------------------------|
| Applicant: Economic Concepts Advisory Services, Inc. | SEC File Number: 801-28493 | Date: 3/16/07 |
|--|--------------------------------------|-------------------------|

Continuation Sheet for Form ADV Part II

(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: Economic Concepts Advisory Services, Inc. | IRS Empl. Ident. No.: 22-2659211 |
|---|--|

| Item of Form (identify) | Answer |
|----------------------------|---|
| Part II-Page 2 #1(A) | <p style="text-align: center;">FINANCIAL PLANNING</p> <p>Applicant provides financial planning services to clients in the form of comprehensive and segmented financial planning. Financial planning services may focus on areas such as (but not be limited to): estate planning, retirement planning, business succession planning, charitable planning, and investment planning. Applicant's associated persons will meet with the client to review the client's overall financial situation. The associated persons will then assist the client in determining the extent of financial planning services needed and desired by the client. The associated persons will then prepare and present a written plan for the client.</p> <p>The standard fees for financial planning services range from \$750 to \$15,000. Fees are negotiated with each client depending upon the complexity of the client's financial situation and the services being provided to the client. Fees will be determined and disclosed to the client prior to services being provided. A retainer fee of up to 50% of the financial planning fee may be charged to the client prior to applicant's associated persons beginning the initial draft of the financial planning document with the remainder due upon completion and presentation of the plan. Applicant guarantees the client's satisfaction. If the client is not satisfied with the financial planning document at the time the financial plan is presented to the client, applicant will rewrite the document to the client's satisfaction. If the financial planning document cannot be rewritten to client satisfaction, the client may return the plan document for a full refund of all fees paid in advance.</p> <p>In limited circumstances, applicant's associated persons may provide consultation services for an hourly fee. The hourly fee will be up to \$350 depending upon the complexity of the consultation services being provided. Consultation fees are due and payable upon completion of the consultation services.</p> <p>Upon completion and presentation of the financial plan, the client may choose to implement the advice of applicant's associated persons either through one or more of the additional programs offered through applicant (as described in this document) and/or through applicant's associated persons in their separate capacities as registered representatives and/or independent insurance agents. When acting in these separate capacities, the associated persons may receive commissions for implementing transactions. Commissions and/or additional fees earned by the associated persons are in addition to the initial fees earned by the associated persons for financial planning services. Clients are at all times free to implement the advice of applicant's associated persons through any broker/dealer and/or investment advisor that the client so chooses. The client is not obligated in any manner to implement the advice of applicant through the applicant's associated persons.</p> <p>Upon completion of the initial financial planning document, the client may choose to contract with applicant for financial planning services on an annual retainer basis for a fixed fee. The standard fee schedule for retainer services may range from \$250 to \$5,000 depending upon the complexity of the client's financial situation and the services being provided. Fees will be billed either quarterly, semi-annually or annually and will be billed directly to the client with payment due and payable upon receipt of notice or fees will automatically be deducted from the client account established with an outside custodian. At no time will applicant and/or its associated persons maintain custody of client funds and/or securities and/or have direct access to a client's funds and/or securities. Clients will be required to provide the custodian with written authorization to have fees</p> |

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

**Schedule F of
Form ADV**

Applicant:
**Economic Concepts Advisory
Services, Inc.**

SEC File Number:
801-28493

Date:
3/16/07

Continuation Sheet for Form ADV Part II

(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: Economic Concepts Advisory Services, Inc. | | IRS Empl. Ident. No.: 22-2659211 |
| Item of Form (identify) | Answer | |
| Part II-Page 2 #1(A) (Cont.) | <p>automatically deducted from the account by the account custodian and paid to the applicant and/or its associated persons. Fees will be billed in advance. At no time will applicant collect \$500 or more, more than six months in advance. The manner and frequency in which fees will be due and payable will be determined in advance and disclosed in the client agreement prior to services being provided.</p> <p>Either party may terminate services at any time by notifying all appropriate parties. Termination will be effective upon receipt of such notice. If services are terminated within five business days of executing the client agreement, services will be terminated without penalty (no fees due and/or a complete refund of any fees paid in advance). After the initial five business days, the client may be responsible for payment of fees for the time and effort expended by applicant's associated persons prior to receipt of notice of termination. Any fees paid in advance will be refunded on a prorated basis based upon the time and effort expended prior to receipt of notice of termination.</p> <p style="text-align: center;">ASSET MANAGEMENT</p> <p>Applicant may also provide asset management services to clients in addition to financial planning services. Applicant's associated persons will assist the client in the establishment of an account and/or accounts through outside custodians who will maintain all assets on behalf of the client. Applicant's associated persons will continually monitor and give the client advice on the account(s) based on the individual needs of the client. Upon receiving prior approval from the client, applicant's associated persons may implement transactions in the account(s) through the outside custodian on behalf of the client. All transactions are implemented by the associated persons in their separate capacities as registered representatives and/or independent insurance agents.</p> <p>Applicant charges an annual management fee of up to 1% for these services. Fees will be negotiated with each client prior to services being provided based upon the complexity of the client's financial situation and the services being provided. Fees will be payable either quarterly, semi-annually or annually and will be billed directly to the client with fees due and payable upon receipt of notice and/or will be automatically deducted from the client account established with an outside custodian. At no time will applicant and/or its associated persons maintain custody of client funds and/or securities and/or have direct access to a client's funds and/or securities. Clients will be required to provide the custodian with written authorization to have fees automatically deducted from the account by the account custodian and paid to applicant and/or its associated persons. Fees will be billed in advance. At no time will applicant collect \$500 or more, more than six months in advance. The manner and frequency in which fees will be due and payable will be determined in advance and disclosed in the client agreement prior to services being provided.</p> <p>Management fees will be paid in advance at the beginning of each period based on the value of assets under management at the end of the previous period. If fees are automatically deducted from the client account by the account custodian, the applicant will send the client a fee notification prior to fees being deducted from the account. The fee notification will show the manner in which fees were calculated, any adjustment to the fee, an explanation of any adjustment and the net fee to be deducted later in the period. If the account is opened mid-period, the client will be charged a prorated fee based on the number of days remaining in that period.</p> <p>Either party may terminate services at any time by notifying all appropriate parties. Termination will be effective upon receipt of such notice. If services are terminated within five business days of</p> | |

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

**Schedule F of
Form ADV**

| | | |
|--|--------------------------------------|-------------------------|
| Applicant: Economic Concepts Advisory Services, Inc. | SEC File Number: 801-28493 | Date: 3/16/07 |
|--|--------------------------------------|-------------------------|

Continuation Sheet for Form ADV Part II

(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: Economic Concepts Advisory Services, Inc. | | IRS Empl. Ident. No.: 22-2659211 |
| Item of Form (identify) | Answer | |
| Part II-Page 2 #1(A) (Cont.) | <p>executing the client agreement, services will be terminated without penalty (no fees due and/or a complete refund of any fees paid in advance). After the initial five business days, the client may be responsible for payment of fees based on the number of days of services provided by applicant's associated persons prior to receipt of notice of termination. Any fees paid in advance will be refunded on a prorated basis based upon the number of days of services provided prior to receipt of notice of termination.</p> <p>Applicant's associated persons, in their capacities as SAI registered representatives, may retain a portion of the mutual fund sales loads and 12(b)-1 fees and variable annuity commissions. Management fees charged in the account are separate and distinct from the fees and expenses charged by mutual funds and variable annuities which may be recommended to clients. A description of these fees and expenses is available in each fund and annuity's prospectus.</p> <p><i>Financial Advisors Program and LifeGuide Program</i></p> <p>Applicant provides investment management services, defined as giving continuous advice to a client based on the individual needs of the client, through Securities America Advisors, Inc.'s (SAA), Financial Advisors Program (FAP) and/or LifeGuide Program (LifeGuide). SAA is an SEC registered investment advisor. SAA's FAP and LifeGuide are wrap-fee programs providing investment advisory services and execution of client transactions for which the specified fee (or fees) is not based directly upon transactions in a client's account. Under the FAP and LifeGuide, applicant's associated person will assist the client in the establishment of a FAP or LifeGuide Account (the "Account") with SAA. All brokerage transactions in the Account will be processed by SAI and then cleared through National Financial Services, LLC (NFS) pursuant to a clearing arrangement established by SAI with NFS. SAA has also entered into agreements with various insurance companies that allow for the management and valuation of client variable annuity accounts within SAA's FAP and/or LifeGuide. The custody of all funds and securities will be maintained by NFS, insurance companies or other custodians. At no time will SAA, SAI, applicant or its associated persons act as custodian of the Account or have direct access to the client's funds and/or securities.</p> <p>Applicant's associated persons implement securities transactions for FAP and LifeGuide client Accounts in their separate capacities as registered representatives of Securities America, Inc. (SAI), an affiliated broker/dealer of SAA.</p> <p>The annual management fees charged for this service will be negotiated with each client, with 3% being the maximum management fee that may be charged to clients, unless the Account only has mutual funds and then the maximum will be 2.25%. SAA retains up to 20 basis points (0.2%) of the annual management fee for FAP Accounts, and up to 15% of the annual management fee for LifeGuide Accounts.</p> <p>A complete description of the FAP and related fees and charges are described in SAA's Financial Advisor Program Schedule H Disclosure Brochure, which will be given to all clients prior to or at the time an FAP Account is established. A complete description of the LifeGuide and related fees and charges are described in SAA's LifeGuide Program Schedule H Disclosure Brochure, which will be given to all clients prior to or at the time a LifeGuide Account is established.</p> | |

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

**Schedule F of
Form ADV**

| | | |
|--|--------------------------------------|-------------------------|
| Applicant: Economic Concepts Advisory Services, Inc. | SEC File Number: 801-28493 | Date: 3/16/07 |
|--|--------------------------------------|-------------------------|

Continuation Sheet for Form ADV Part II

(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: Economic Concepts Advisory Services, Inc. | | IRS Empl. Ident. No.: 22-2659211 |
| Item of Form (identify) | Answer | |
| Part II-Page 4 #5 | Applicant requires persons providing investment advice to clients on behalf of applicant to have a college degree, three years experience in financial services and have obtained their Certified Financial Planner™ (CFP®) designation. | |
| Part II-Page 4 #6 | <p>Scott E. Cooper—Born 1963. After graduating from high school, Scott attended Albright College where he obtained his BS in Accounting. He has been an insurance agent with Economic Concepts, Inc. since 11/90. He has been a vice president and investment advisor representative of Economic Concepts Advisory Services, Inc. since 11/90. Scott has been a registered representative of Securities America, Inc. since 12/98. Prior to this, he was a registered representative with Royal Alliance Associates, Inc. from 1/97 until 12/98; with Keogler, Morgan & Company, Inc. from 9/93 until 1/97; and with United Planners' Financial Services of America from 5/90 until 9/93.</p> <p>Brian D. Fischer—Born 1960. Upon completion of high school, Brian attended Pace University and obtained his BBA in Finance and Economics. Brian has been an insurance agent with Economic Concepts, Inc. since 3/84. He was a vice president with Economic Concepts Advisory Services, Inc. from 9/85 through 10/01, when he became president. He has been an investment advisor representative with Economic Concepts Advisory Services, Inc. since 9/85. Brian has been a registered representative with Securities America, Inc. since 3/99; with Keogler, Morgan & Company, Inc. from 9/93 until 1/97; and with United Planners' Financial Services of America from 1/89 until 9/93.</p> | |
| Part II-Page 4 #7(A) & (B) | Applicant's associated persons are engaged in professions other than giving investment advice. They sell securities and insurance products to any client for commissions. Approximately 50% of their workweek is spent on these activities. | |
| Part II-Page 4 #8C(1) | While applicant does not have a related person that is a broker/dealer, the associated persons of applicant are registered representatives of Securities America, Inc. ("SAI"), a full service broker/dealer, member NASD/SIPC. When placing securities transactions through SAI in their capacity as registered representatives, they may earn sales commissions. | |
| Part II-Page 4 #8C(3) | Applicant does not have a related person that is an investment advisor; however, applicant may have relationships with nonaffiliated investment advisors. Applicant may use the services of Securities America Advisors Inc. ("SAA"), a registered investment advisor, through its Financial Advisors Program and/or LifeGuide program when managing assets and, when doing so, SAA will receive a portion of the fees. | |
| Part II-Page 4 #8C(9) | Applicant does not have a related person that is an insurance company or agency; however, the associated persons of applicant may also be independently licensed to sell insurance products through various insurance companies. When acting in this capacity, they will receive commissions for selling these products. | |
| Part II-Page 5 #9B | Applicant's associated persons, as registered representatives, sell securities to any client for commissions. This could present a potential conflict of interest since the associated persons could receive fees and commissions if the client chooses to implement recommendations of the associated persons in their capacity as registered representatives. Clients are free to select any broker/dealer they wish to implement recommendations. | |

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

**Schedule F of
Form ADV**

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|--|--------------------------------------|-------------------------|
| Applicant: Economic Concepts Advisory Services, Inc. | SEC File Number: 801-28493 | Date: 3/16/07 |
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Continuation Sheet for Form ADV Part II

(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: Economic Concepts Advisory Services, Inc. | | IRS Empl. Ident. No.: 22-2659211 |
| Item of Form (identify) | Answer | |
| Part II-Page 4 #9E | <p>Applicant or its associated persons may buy or sell securities or have an interest or position in a security for their personal account, which they also recommend to clients. Applicant is and shall continue to be in compliance with <i>The Insider Trading and Securities Fraud Enforcement Act of 1988</i>. As these situations may represent a potential conflict of interest, it is a policy of applicant that no associated persons shall prefer his or her own interest to that of the advisory client. No person employed by applicant may purchase or sell any security prior to a transaction or transactions being implemented for an advisory account. Associated persons shall not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of his/her employment, unless the information is also available to the investing public upon reasonable inquiry. Applicant maintains a list of all securities holdings for itself and all associated persons, which is reviewed on a regular basis by a principal of the firm.</p> <p>According to the <i>Investment Advisers Act of 1940</i>, an investment advisor is considered a fiduciary. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts. In addition, an investment advisor has a duty of utmost good faith to act solely in the best interest of each client. Applicant and its associated persons have a fiduciary duty to all clients. Applicant has established a Code of Ethics, which all associated persons must read and then execute an acknowledgement agreeing that they understand and agree to comply with applicant's Code of Ethics. Applicant and associated persons' fiduciary duty to clients is considered the core underlying principle for applicant's Code of Ethics and represents the expected basis for all associated persons' dealings with clients. Applicant has the responsibility to make sure that the interests of clients are placed ahead of it or its associated persons' own investment interests. All associated persons will conduct business in an honest, ethical and fair manner. All associated persons will comply with all federal and state securities laws at all times. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to services being conducted. All associated persons have a responsibility to avoid circumstances that might negatively affect or appear to affect the associated persons' duty of complete loyalty to their clients. This section is only intended to provide current clients and potential clients with a description of applicant's Code of Ethics. If current clients or potential clients wish to review applicant's Code of Ethics in its entirety, a copy may be requested from any of applicant's associated persons. A copy will be provided within three days upon receipt of request.</p> | |
| Part II-Page 5 #10 | <p>SAA's recommended minimum investment amount for establishing and maintaining an FAP Account is \$25,000 an \$50,000 for establishing and maintaining a LifeGuide Account. Applicant recommends a minimum of \$100,000 to establish and maintain an FAP or LifeGuide Account. Exceptions may be granted to this minimum upon request.</p> | |
| Part II-Page 6 #12B | <p>Clients wishing to implement the advice of the applicant's associated persons are free to select any broker they wish and are so informed. If the clients wish to have the associated persons implement the advice in their capacity as registered representatives, their broker/dealer, Securities America, Inc. (SAI), will be used. SAI has a wide range of approved securities products for which SAI performs due diligence in selecting. The registered representatives are required to adhere to these products when implementing securities transactions through SAI. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer.</p> | |

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

**Schedule F of
Form ADV**

Applicant:
**Economic Concepts Advisory
Services, Inc.**

SEC File Number:
801-28493

Date:
3/16/07

Continuation Sheet for Form ADV Part II

(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: Economic Concepts Advisory Services, Inc. | | IRS Empl. Ident. No.: 22-2659211 |
| Item of Form (identify) | Answer | |
| Part II-Page 6 #13A | Applicant's associated persons sell securities and insurance products, in their separate capacities as registered representatives and independent insurance agents, for sales commissions. They may also receive 12(b)-1 fees from some investment companies. | |
| Part II-Page 6 #13B | <p>Applicant will make a financial contribution to a charity of the client's choice when a client refers a client to applicant and the referred client becomes an investment advisory client.</p> <p style="text-align: center;">PROXY VOTING</p> <p>Neither applicant nor its associated persons conduct proxy voting services on behalf of the client. Proxy voting materials will be sent directly to the client. Client is responsible for voting all proxies. However, if the client has questions regarding proxy voting materials relating to mutual funds applicant and its associated persons will provide limited advice.</p> <p style="text-align: center;">CUSTOMER PRIVACY NOTICE</p> <p>Economic Concepts Advisory Services, Inc. is a registered investment advisor in the business of providing investment advisory services to clients.</p> <p>The firm is committed to safeguarding the confidential information of its clients. Economic Concepts Advisory Services, Inc. holds all personal information provided to the firm in the strictest confidence. Investment advisor representatives of the firm may also be registered representatives of Securities America, Inc. ("SAI"), a registered broker/dealer that is not affiliated with Economic Concepts Advisory Services, Inc. The firm may also have relationships with other nonaffiliated investment advisors, such as Securities America Advisors, Inc. ("SAA"), an affiliate of SAI, insurance companies, trust companies, custodians and other financial institution entities. Except as required or permitted by law, the firm does not share client confidential information with nonaffiliated third parties. In the unlikely event there were to be a change in this fundamental policy that would permit additional disclosures of client confidential information, the firm will provide written notice to the client, and the client will be given an opportunity to direct the firm as to whether such disclosure is permissible.</p> <p style="text-align: center;">AN IMPORTANT NOTICE CONCERNING CUSTOMER'S PRIVACY.</p> <p>CUSTOMER INFORMATION COLLECTED. Economic Concepts Advisory Services, Inc. collects and develops personal information about clients, and some of that information is nonpublic personal information ("Customer Information"). The essential purpose for collecting Customer Information is to provide and service the financial products and services the client obtains from the firm. The categories of Customer Information collected depend upon the scope of the engagement with Economic Concepts Advisory Services, Inc. and are generally described below. As an investment advisor, the firm collects and develops Customer Information in order to provide investment advisory services. Customer Information collected includes:</p> <ul style="list-style-type: none"> Information received from the client on financial inventories through consultation with representatives. Customer Information may include personal and household information such as income, spending habits, investment objectives, financial goals, statements of account, and other records concerning the client's financial condition and assets, together with information | |

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

**Schedule F of
Form ADV**

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| Applicant: Economic Concepts Advisory Services, Inc. | SEC File Number: 801-28493 | Date: 3/16/07 |
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Continuation Sheet for Form ADV Part II

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

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| 1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Economic Concepts Advisory Services, Inc. | IRS Empl. Ident. No.: 22-2659211 |
| Item of Form (identify) | Answer |
| | <p>concerning employee benefits and retirement plan interests, wills, trusts, mortgages and tax returns.</p> <ul style="list-style-type: none">● Information developed as part of financial plans, analyses or investment advisory services.● Information concerning investment advisory account transactions, such as wrap account transactions.● Information about the client's financial products and services transactions with the firm. <p>DATA SECURITY. Economic Concepts Advisory Services, Inc. restricts access to Customer Information to those representatives and employees who need the information to perform their job responsibilities within the firm. The firm maintains agreements, as well as physical, electronic and procedural securities measures that comply with federal regulations to safeguard Customer Information about the client.</p> <p>USE AND DISCLOSURE OF CUSTOMER INFORMATION TO PROVIDE CUSTOMER SERVICE FOR ACCOUNTS. To administer, manage and service customer accounts, process transactions and provide related services for client accounts, it is necessary for the firm to provide access to Customer Information within the firm and to nonaffiliated companies such as SAI, SAA, other investment advisors, other broker/dealers, trust companies, custodians and insurance companies. Economic Concepts Advisory Services, Inc. may also provide Customer Information outside of the firm as permitted by law, such as to government entities, consumer reporting agencies or other third parties in response to subpoenas.</p> <p>FORMER CLIENTS. If a client closes an account with Economic Concepts Advisory Services, Inc., the firm will continue to operate in accordance with the principles stated in the Notice.</p> <p>REQUIREMENTS OF FEDERAL LAW. In November of 1999, Congress enacted the <i>Gramm-Leach-Bliley Act</i> ("GLBA"). The GLBA requires certain financial institutions, including broker-dealers and investment advisors, to protect the privacy of Customer Information. To the extent a financial institution discloses Customer Information to nonaffiliated third parties, other than as permitted or required by law, customers must be given the opportunity and means to opt out (or prevent) such disclosure. Please note that Economic Concepts Advisory Services, Inc. does not disclose Customer Information to nonaffiliated third parties except as permitted or required by law (e. g., disclosures to service client accounts or to respond to subpoenas).</p> |

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