

THE EAST END FINANCIAL GROUP

Kosinski Associates, Inc.

318 Roanoke Ave.

Riverhead, NY 11901

Phone: 631-727-8111

Fax: 631-727-1817

www.eastendfinancialgroup.com

THE EAST END FINANCIAL GROUP

FORM ADV PART II

March 30, 2011

This brochure provides information about the qualifications and business practices of The East End Financial Group, Inc. If you have any questions about the contents of this brochure, please contact us at (631) 727-8111. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Financial Planning ♦ Investment Advisory Services ♦ Retirement Programs
Advisory Services/Financial Planning Offered Through: The East End Financial Group
Securities Offered Through: American Portfolios Financial Services, Inc. MEMBER: FINRA, SIPC & MSRB
Kosinski Associates, Inc. and East End Financial Group, Inc. are unaffiliated entities of
American Portfolios Financial Services, Inc.

FORM ADV
Part 2A

Uniform Application for Investment Adviser Registration

Name of Investment Adviser: East End Financial Group, Inc.					
Address: (Number and Street)	(City)	(State)	(Zip)	Area Code	Telephone
318 Roanoke Ave.	Riverhead,	NY	11901	(631)	727-8111

TABLE OF CONTENTS

<u>Item Number</u>	<u>Item</u>	<u>Page</u>
1	Advisory Business	2
2	Fees and Compensation	3
3	Performance-Based Fees and Side-By-Side Management	4
4	Types of Clients	4
5	Methods of Analysis, Investment Strategies and Risk of Loss	4
6	Disciplinary Information	5
7	Other Financial Industry Activities or Affiliations	5
8	Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	5
9	Brokerage Practices	6
10	Review of Accounts	6
11	Client Referrals and Other Compensation	7
12	Custody	7
13	Investment Discretion	7
14	Voting Client Securities	7
15	Biographies	7

1. Advisory Business

The East End Financial Group, Inc. has been in business since 1992. The principal owners are John Kosinski, Annmarie Zilnicki, and Joseph Kosinski.

As of December 31, 2010 East End Financial Group, Inc. manages \$194,200,000 in assets including \$186,200,000 on a discretionary basis and \$8,000,000 on a non-discretionary basis.

The East End Financial Group, Inc. provides investment supervisory services, manages investment advisory accounts not involving investment supervisory services, furnishes investment advice through consultations not included in either of the aforementioned services, and, on more than an occasional basis, furnishes advice to clients on matters not involving securities. East End Financial Group, Inc. may call any of these services financial planning or some similar term.

The agents of The East End Financial Group, Inc. may assist the client in implementing the recommended program by, among other things, making specific recommendations to carry out the general recommendations of the program, or by selling the client insurance products, securities, or other investments. The registrant may also review the client's program periodically and recommend revisions. Individual clients may pay additional fees for recommended products as outlined in the prospectus.

Upon the execution of an investment advisory/financial planning contract between the registrant and the client, the agents of the registrant will then provide such investment advisory/financial planning services as mutually agreed upon.

In general, the contract would specify the exact services for which the client had retained the registrant, the nature of the compensation agreement between the parties, schedules of payments for such services, the respective responsibilities of the parties to the contract, limitations as to professional services rendered by the registrant, as well as client acknowledgement of disclosures.

Depending upon the circumstances of each client's situation, an ADV Part II disclosure document will be delivered to each client at least forty-eight hours prior to signing such contract; or if the ADV Part II is delivered concurrent with the execution of the contract the client will have five business days to terminate the contract for a full refund of any fees paid.

The agents of the registrant are engaged in the sale of the securities and insurance products on a commission basis.

However, upon request of its clients, the registrant's agents will provide separate, fee-based financial planning/investment advisory services.

Financial planning advice will typically involve providing a variety of services, principally advisory in nature, to individuals or families regarding the management of their financial resources based upon an analysis of individual client needs. Generally, financial planning services involve preparing a financial program for a client based on the client's financial circumstances and objectives. This information normally would cover present and anticipated assets and liabilities, including insurance, savings, investments and anticipated retirement or other employee benefits. The program developed for the client usually includes general actions to be taken by the client. For example, recommendations may be made that the client obtain insurance or revise existing coverage, establish an individual retirement account, increase or decrease funds held in savings accounts, or invest funds in securities. The registrant may develop tax or estate plans for clients or refer clients to an accountant or attorney for these services.

Analysis and recommendations will be based on the written information submitted, the agents of the registrant's personal interviews with the client, economic and tax considerations, as well as a review of the client's personal circumstances. The registrant does not provide legal or tax consultations, and suggests that the client work with his/her own attorney and accountant when considering a financial plan.

Advisory Business (continued)

Agents of the registrant may be called upon to work with the client to develop a comprehensive financial plan or to provide one or several of the services mentioned above.

The East End Financial Group, Inc. offers advice on the following types of investments:

- A. Equity Securities
 - I. Exchange-listed securities
 - II. Securities traded over-the-counter
- B. Corporate debt securities
- C. Certificates of deposit
- D. Municipal securities
- E. Investment company securities
 - I. Variable life insurance
 - II. Variable annuities
 - III. Mutual fund shares
- F. United States government securities
- G. A review of existing interest in partnerships investing in:
 - I. Real estate
 - II. Oil and gas interests
- H. Investment managers who provide discretionary management of individual portfolios of equity and/or fixed income securities.

2. Fees and Compensation

The East End Financial Group, Inc. offers investment advisory services for a percentage of assets under management, hourly charges, fixed fees, and commissions.

The registrant utilizes the following fee schedule, subject to negotiation, depending on the nature, complexity and time involved in providing the client with requested services.

- A. Commissions: Commissions will be generated at the standard rate in effect upon implementation of any plan recommendations by agents or the applicant.
- B. Fixed Fees: To be negotiated and agreed upon prior to the implementation of the contract
- C. Hourly Charges: The hourly charge is \$250 per hour.
- D. Assets Under Management: There are three levels for this fee option:
 - 1. **Full Management** includes complete asset management of the portfolio. Appropriate shifts are made between fixed annuities, fixed income and money market accounts based on the client's objectives, risk tolerance, and economic and market conditions.
Annual fees are:
 - i. 1.00% on the first \$500,000.
 - ii. 0.75% on \$500,001 to \$1,000,000.
 - iii. 0.50% on \$1,000,001 to \$2,000,000.
 - iv. 0.25% on \$2,000,001 and above.There are no charges on limited partnerships. Fees are billed quarterly in advance, and the minimum annual fee is \$5,000 (unless opened prior to 12/31/10).
 - 2. **Asset Tracking/Limited Service Option** includes quarterly investment summaries and reviews. Agents of the registrant will field any questions concerning the account, but the account is not managed. The annual fee is .25% (excluding limited partnerships). Fees are billed quarterly, in advance and the minimum annual fee is \$1,000.
*This program is currently closed to new participants.

Fees and Compensation (continued)

3. East End Financial Institutional Management is an asset allocation system with discretionary management. Program fees are paid quarterly, in advance and based on the following schedule:
 - i. Up to 1.45% on the first \$250,000
 - ii. Up to 1.35% on \$250,001 to \$500,000
 - iii. Up to 1.15% on \$500,001 to \$1,000,000
 - iv. Up to .85% on \$1,000,001 to \$2,000,000
 - v. Up to .55% over \$2,000,001

Advisory fees for this program are determined by the investment vehicle, strategist and investment managers selected.

Clients may exit any program at any time and receive a pro-rata refund of any unearned fees.

3. Performance-Based Fees and Side-By-Side Management

The East End Financial Group, Inc. (and any of its supervised persons) does not accept performance-based fees – that is, fees based on a share of capital gains on or capital appreciation of the assets of a client (such as a client that is a hedge fund or other pooled investment vehicle).

4. Types of Clients

The East End Financial Group, Inc. generally provides investment advice to individuals; trusts, estates, or charitable organizations; and pension and profit sharing plans. Generally, the minimum account size is \$500,000 for full management.

5. Methods of Analysis, Investment Strategies and Risk of Loss

The East End Financial Group, Inc. uses security analysis methods which include: Fundamental, technical, cyclical, and on-site product due-diligence when deemed appropriate.

Sources of information include: Financial newspapers and magazines; inspections of corporate activities; research materials prepared by others; corporate rating services; annual reports, prospectuses, filings with the Securities and Exchange Commission; and company press releases.

The investment strategies used by The East End Financial Group, Inc. to implement any investment advice given to clients include: Long term purchases (securities held at least 1 year); East End Financial Institutional Management used model portfolios of mutual funds, exchange traded funds (ETFs) and variable annuity sub accounts provided by a number of institutional investment strategists, and based on the information researched, asset allocation methodology and investment strategies of these institutional strategists. While The East End Financial Group, Inc. does not implement short term (securities sold within a year) or trading (securities sold within 30 days) strategies, there may be times when a long term purchase needs to be sold due to poor performance or distribution requirements or other reasons.

All of these methods of analysis and investment strategies involve risk of loss that clients must be prepared to bear.

6. Disciplinary Information

None

7. Other Financial Industry Activities and Affiliations

Agents of The East End Financial Group, Inc. sell securities and securities related products through American Portfolios Financial Services, Inc. East End Financial Group, Inc. is independent of American Portfolios Services, Inc. Agents of the applicant are registered representatives of American Portfolios Financial Services, Inc. and recommend American Portfolios Financial Services, Inc. as a broker/dealer to clients. If transactions are effected through American Portfolios Financial Services, Inc. then the registrant and its agents may receive commission-based compensation.

However, the agents of the applicant will implement its financial plan using any such other agents and services as directed by the client including no-load products.

8. Code of Ethics, Participation or interest in Client Transactions and Personal Trading

The Code of Ethics is a compilation of basic principles of conduct for which agents of The East End Financial Group, Inc. are responsible for knowing and following. These principles represent values critical to our customers and others to conduct our business with honesty and integrity. The Code has been adopted to protect the reputation and integrity of The East End Financial Group, Inc. and its employees and to assist employees in following uniform standards of ethical conduct.

A copy of the Code of Ethics followed by The East End Financial Group, Inc. will be made available to any client or prospective client upon request.

The East End Financial Group, Inc. and any related person or general partners are not in any partnership in which clients are solicited to invest.

The East End Financial Group, Inc. or related persons, as broker or agent effects securities transactions for compensation for any client and buys or sells for itself securities that it also recommends to clients.

The registrant maintains copies of the personal securities transactions of its agents for client review upon request. The registrant and its agents will, at all times, place the interests of its clients first.

In compliance with the Insider Trading and Securities Fraud Enforcement Act of 1988 (ITSFEA), the registrant, through its affiliation with American Portfolios Financial Services, Inc., has established, maintains and enforces written policies reasonably designed to prevent the misuse of material, nonpublic information by the registrant or any person associated with the registrant.

In consideration of and in compliance with ITSFEA, the registrant forbids any officer or employee, either personally or on behalf of others, to trade on material, nonpublic information or to communicate material, nonpublic information to others in violation of the law.

9. Brokerage Practices

The registrant, in its initial due diligence of its agent's broker/dealer, American Portfolios Financial Services, Inc., had considered the overall value and quality of the products, research and services of American Portfolios Financial Services, Inc. in its decision to have such agents register as registered representatives of the firm.

All such products, research and services are provided by American Portfolios Financial Services, Inc. to all registered representatives and their clients without regard to whether or not compensation, in addition to commissions, was received by any of its agents. In situations where commissions are not fixed by law, variable commissions charged by the firm may be more or less than the prevailing discounts. Also, clients may incur additional costs for stock trades where American Portfolios Financial Services, Inc. is not a market maker.

The registrant can discount commissions paid by their clients for trades placed through American Portfolios Financial Services, Inc. Commissions paid on mutual funds may not be discounted under securities law.

The additional fee compensation received by any of American Portfolios Financial Services, Inc. registered representatives is for the provision of financial planning and investment advisory services provided as agents of a separate investment advisor entity. Such advisor is registered pursuant to the requirements of the Investment Advisers Act of 1940.

The registrant, in addition to investment advisory fees, also receives 12(B)1 commissions on any load funds even when they are bought without any sales charges. The funds include, but are not limited to, all AIM, Alliance, American Fidelity Advisor, First Eagle, Franklin/Templeton, MFS, Putnam, Oppenheimer and Thornburg Funds. The registrant also receives 12(B)1 commissions on the Nationwide Future, Nationwide Vision and Nationwide Exclusive II variable annuities. And also receives 12(B)1 commission on certain no-load funds including, but not limited to, Gabelli, Invesco, Marsico, and Selected American.

10. Review of Accounts

Financial planning requires a timely and regular review of a client's financial situation. Although the client may engage the applicant to review his/her financial plan at any time, the applicant encourages the client to submit to an annual review at a minimum. Investment supervisory (managed) accounts and asset tracking (limited service) accounts are reviewed on a quarterly basis by John Kosinski, Meredith Diamond, Ernest Vorpahl, Jack Kosinski and Joseph Kosinski.

The client may request review and updating of the original plan at intervals chosen by him or her. This review and updating may or may not include investment advice depending upon the investment needs and assets of the client at that particular time. All managed asset tracking, and East End Financial Institutional Management accounts receive quarterly valuation reports.

11. Client Referrals and Other Compensation

With respect to East End Financial Institutional Management, applicant is entitled to receive a quarterly reimbursement from AssetMark Investment Services, Inc. for qualified marketing and/or business development expenses incurred by applicant. The amount of such reimbursement is based on the total assets invested at the end of each quarter as follows:

Asset Level	Quarterly Reimbursement
\$25 MM =	\$1,250
\$35 MM =	\$1,750
\$50 MM =	\$2,500
\$75 MM =	\$3,750
\$100 MM =	\$5,000

12. Custody

Client funds and securities are custodied at Pershing, LLC which sends quarterly, or more frequent, account statements directly to clients of East End Financial Group, Inc. Clients should carefully review these statements. We urge clients to compare the account statements received from Pershing, LLC with the statements received from East End Financial Group, Inc.

13. Investment Discretion

The East End Financial Group, Inc. accepts discretionary authority on managed accounts with respect to the timing and amount when buying and selling equities and mutual funds. This authority must be agreed to by all parties in writing and signed prior to implementation.

14. Voting Client Securities

The East End Financial Group, Inc. has not and will not accept authority to vote client securities.

15. Biographies

The full biographical backgrounds of the registrant's agents are included in Form ADV Part 2B. Such backgrounds are representative of the general standards of education and business experience that the registrant requires of those involved in determining or giving investment advice to clients.

The agents of the registrant may also be employed as placement agents of life insurance companies for the sale of insurance products, or as independent life insurance brokers able to sell any number of products to their clients. John Kosinski maintains a relationship with American Portfolios Financial Services, Inc. for the sale of fixed annuities and life insurance. Only the products, which the registrant's agents represent as sales persons, will then be recommended to their clients. The agent will then be compensated on a commission basis as product sales people. All such commissions are disclosed pursuant to Federal and State securities and insurance laws where applicable.