

**Form ADV Part 2B Brochure Supplement**  
**Alan Morgan**

**Item 1 – Cover Page**

Alan M. Morgan  
AMM Accounting Services, Inc.  
d/b/a Strategic Advisors of Illinois  
1707 Shermer Road, Suite 126  
Northbrook, IL 60026  
Ph: 847-562-1300

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**This brochure supplement provides information about Alan Morgan (“Morgan”) that supplements the AMM Accounting Services, Inc. d/b/a Strategic Advisors of Illinois (“Strategic Advisors”) brochure. You should have received a copy of that brochure. Please contact Alan Morgan at 847-562-1300 or at [amorgan@stratadv.com](mailto:amorgan@stratadv.com) if you did not receive the Strategic Advisors brochure or if you have any questions about the contents of this supplement.**

**Item 2 – Educational Background and Business Experience**

**Morgan, Alan M.**, Born 1942. Mr. Morgan attended Northwestern University and obtained his BBA in Accounting. After that, he attended DePaul University and obtained his MBA in Finance. He has been the President and an accountant for AMM Accounting Services, Inc. since November 1991. In September 1998, AMM Accounting Services, Inc. became a registered investment advisor firm and Mr. Morgan has served as an investment advisor representative since its registration. Mr. Morgan served as a registered representative of Securities America, Inc. from July 1992 until August 2011. In August 2011, Mr. Morgan affiliated with LPL Financial as a registered representative. In addition to these business affiliations, he has been Vice President for MM&R since January 1996. He was an investment advisor representative of Equitrust Financial Group, Ltd. from August 1992 until June 1998.

**Professional Designations:**

Certified Public Accountant, 1966  
Certified Financial Planner<sup>™</sup> (CFP<sup>®</sup>), 1996.

Certified Public Accountant

A Certified Public Accountant (CPA) primarily provides financial audit services, including attesting to the reasonableness of disclosures, freedom from material misstatements and adherence to applicable generally accepted accounting principles. To become a CPA, a candidate must pass the Uniform Certified Public Accountant Examination set by the American Institute of Certified Public Accountants and administered by the National Association of State Boards of Accountancy. Typically, eligibility to sit for the examination requires a candidate to have a Bachelor's Degree that includes a minimum number of qualifying credit hours in accounting and business administration plus an additional one year study. Candidates are also required to have public accounting work experience, with minimum requirements varying from state to state. Applicants for CPA status must also complete a special examination on ethics, including a review of state specific rules for professional practice. All CPAs are required to take continuing

education courses. The requirements vary by state but usually require 120 hours of continuing education every three years with at least 20 hours taken every year. Many states require CPAs to take an ethics course during every renewal period, with courses ranging from 2-8 hours.

### Certified Financial Planner<sup>™</sup>

CFP Acknowledgment: Alan Morgan acknowledges his responsibility as a CFP® Certificant to adhere to the standards that have been established in the CFP Board's Standards of Professional Conduct. If you become aware that Mr. Morgan's conduct may violate the Standards of Professional Conduct, you may file a complaint with the CFP Board at [www.CFP.net/complaint](http://www.CFP.net/complaint).

### Description of CFP® Designation:

The CERTIFIED FINANCIAL PLANNER<sup>™</sup>, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a

fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 – Disciplinary Information**

Alan Morgan has never been subject to a legal or disciplinary event.

### **Item 4 – Other Business Activities**

#### **Registered Representative of LPL Financial**

Alan Morgan is separately licensed as a registered representative with LPL Financial ("LPL"), an SEC registered investment adviser and a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting in his separate capacity as a registered representative of LPL, Mr. Morgan may sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. As such, he may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based LPL account in addition to a Strategic Advisors advisory account.

The receipt of commissions creates an incentive for Alan Morgan to recommend those products for which he will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Mr. Morgan controls for this potential conflict of interest by discussing with clients the advantages and disadvantages of establishing a fee-based account through Strategic Advisors versus establishing a commission-based account through LPL. Strategic Advisors does not require its advisor representatives to encourage clients to implement investment advice through LPL.

Alan Morgan does not earn commissions in fee-based accounts.

Clients are never obligated or required to establish accounts through Strategic Advisors or LPL. However, if a client does not choose to accept Mr. Morgan's advice or decides not to establish an account through LPL, he may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Mr. Morgan, in his capacity as a LPL registered representative must place all purchases and sales of securities products in commission-based brokerage accounts through LPL or its other approved institutions.

#### **Insurance Agent**

Morgan is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Morgan will receive commissions for selling insurance and annuity products.

Clients are never obligated or required to purchase insurance products from or through Morgan and may choose any independent insurance agent and insurance company to purchase insurance products.

Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

### **Accountant/Tax Preparer**

Morgan is a Certified Public Accountant (CPA). If Morgan determines that a client is in need of tax or accounting services, the client may be referred to AMM Accounting Services, Inc. or Malina and Radler, Ltd. If a client is referred to Malina and Radler for accounting or tax services, then Alan Morgan may receive a referral fee. In addition, if accounting or tax clients of AMM Accounting Services or of Malina and Radler, Ltd. are in need of investment advisory services, Morgan acting in his separate capacity as an accountant or tax preparer may refer or recommend investment advisory services available through Strategic Advisors.

Clients are not obligated in any manner to use the accounting or tax preparation services or an accounting firm recommended by or owned by Morgan. If a Strategic Advisors advisory client also becomes an accounting or tax preparation client of Morgan, the client will be charged separately for the accounting and tax preparation services.

### **Item 5 – Additional Compensation**

Certain product sponsors may provide Alan Morgan with other economic benefits as a result of Morgan's recommendation or sale of the product sponsors' investments. The economic benefits received by Morgan from product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Morgan in providing various services to clients.

Although Strategic Advisors and Morgan endeavor at all times to put the interest of their clients ahead of their own interests or those of Strategic Advisors' associated persons, these arrangements could affect the judgment of Morgan when recommending investment products.

### **Item 6 – Supervision**

Melissa Osuch is the Chief Compliance Officer of Strategic Advisors. She is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Alan Morgan. Melissa Osuch can be contacted at 847-562-1300.

### **Item 7 – Requirements for State-Registered Advisers**

Alan Morgan has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2,500. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, he has not been the subject of a bankruptcy petition.