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## **Form ADV Part 2A**

### **Brochure Cover Page**

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801--66437

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**This brochure provides information about the qualifications and business practices of Qualified Plan Advisory, LLC. If you have any questions about the contents of this brochure, please contact us [scott\\_campbell@qpadvisory.com](mailto:scott_campbell@qpadvisory.com). 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.**

**Additional information about Qualified Plan Advisory, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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### Qualified Plan Advisory, LLC (SEC No. 801--66437)

#### Item 4 Advisory Business

Qualified Plan Advisory, LLC (QPA) is registered as an investment advisor with the Securities and Exchange Commission. QPA offers investment advisory services to clients who sponsor retirement plans. QPA was established in 2006 by D. Scott Campbell who is the principal owner and President.

QPA provides Investment Supervisory Services to clients on a non-discretionary basis. The client will make the final decision regarding all transactions. QPA provides the following Investment Supervisory Services on an ongoing basis:

- a) Investment Policy Statement. QPA will draft an Investment Policy Statement
- b) Investment Selection. QPA will prepare an Investment Selection Due Diligence Report. The Report provides the QPA's investment recommendations and supporting due diligence.
- c) Quarterly Monitoring of Investments. QPA will prepare a Quarterly Investment Due Diligence Report monitoring the investments offered in the Plan. The investments will be evaluated according to the established guidelines as outlined in the IPS and investment portfolio characteristics, performance of duties, and investment process and philosophy.
- d) Annual Plan Review. QPA will prepare an Annual Plan Review disclosing and benchmarking all Plan fees, plus a review of the plan demographics.

QPA provides the following services to retirement plan participants:

- a) face to face, one on one enrollment. QPA will meet with newly eligible employees to explain the plan and provide advice on appropriate savings amounts and appropriate investment elections.
- b) ongoing face to face meetings with plan participants to encourage increased savings, check on investment choices and answer questions.
- c) ongoing communications to plan participants via email providing market updates and alerts.

QPA only provides investment advice on the following types of investments: Mutual funds and Exchange Traded Funds.

QPA's services are tailored to meet the individual needs of each client. Clients can select any or all of the services QPA offers. Clients can impose restrictions on investing in certain investments or types of investments.

QPA does not participate in wrap fee programs providing portfolio management services.

QPA provides non-discretionary investment supervisory services to 20 retirement plans with over \$56 million in plan assets (as of 2/28/2011).

### Qualified Plan Advisory, LLC

#### Item 5 Fees and Compensation

QPA's advisory fees are billed quarterly and are either deducted from plan assets or billed directly to clients. The client determines the payment method and can change payment methods at anytime.

Annual Advisory Fee:

For plan with...

less than \$1,000,000 in plan assets	annual fee is \$4,000
plan assets between \$1,000,000 and \$2,000,000	annual fee is 0.50% of plan assets
plan assets between \$2,000,000 and \$3,000,000	annual fee is 0.35% of plan assets
plan assets between \$3,000,000 and \$6,000,000	annual fee is 0.25% of plan assets
plan assets between \$6,000,000 and \$10,000,000	annual fee is 0.20% of plan assets
plan assets over \$10,000,000	annual fee is 0.15% of plan assets

In addition to QPA's Advisory Fee, Plan assets may also incur certain charges imposed by unaffiliated third parties. Such charges include, but are not limited to, custodial fees, brokerage commissions, transaction fees, charges imposed directly by a mutual fund, index fund, or exchange traded fund offered in the Plan which shall be disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions.

### Qualified Plan Advisory, LLC

#### **Item 6 Performance-Based Fees and Side-By-Side Management**

No portion of the Advisory Fee shall be based on capital gains or capital appreciation of the Assets except as provided herein and provided for under the Investment Advisers Act of 1940, as amended (the "Advisers Act") and analogous state securities laws. No increase in the Advisory Fee shall be effective without prior written notification to you. The Advisor shall apply as an offset to their fee any revenues received from the investments.

### Qualified Plan Advisory, LLC

#### Item 7 Types of Clients

QPA works with companies and organizations who sponsor retirement plans and their employees.

### Qualified Plan Advisory, LLC

#### **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

QPA advises plan sponsors on the fund menu for their retirement plan. QPA's primary evaluation focus is on the analysis of the fund managers using the criteria set forth in the Investment Policy Statement. The universe of funds available to the retirement plan are separated into their respective Morningstar categories. All the funds in each category are evaluated and benchmarked to their appropriate index and peer group based on return, risk, expense and modern portfolio theory statistics. QPA monitors the funds in the plan on a quarterly basis, evaluating and benchmarking the plan's funds to their appropriate benchmarks.

QPA creates asset allocation models for use by participants for their retirement accounts. QPA uses software to facilitate the process of using Modern Portfolio Theory to create a long term growth portfolio model. This process uses the following techniques: efficient frontier analysis, mean variance optimization, reseampling, Monte Carlo Simulations and asset class constraints. QPA monitors the asset allocation model on an ongoing basis and provides participants with ongoing advice concerning the model. The asset allocation model is a diversified investment strategy across multiple asset classes. The model can only use funds offered in the plan. Participants are responsible for making changes to their account to utilize the growth portfolio model. Participants are also responsible for making any ongoing changes or rebalancing as recommended by QPA.

Regardless of the amount of due diligence and monitoring, all investments in securities include a risk of loss to your principal (invested amount) and any profits that have not been realized (the securities were not sold to "lock in" the profit). Stock and bond markets fluctuate substantially over time. In addition, as recent global and domestic economic events have shown, performance of any investment is not assured nor guaranteed. As a result, there is always a risk of loss and a risk of not achieving a high rate of return as expected that is out of any investment professional's control, including QPA. Our fund selection and monitoring processes as well as the our model portfolios are based on historical performance data and other factors as described above. The use of our fund recommendations model portfolio does not assure that the funds will perform well in the future or that there will not be a subsequent losses. In addition, we offer our advice based only on the information provided by the plan sponsor and/or plan participants and on other information provided by the plan recordkeeper or administrator. QPA does not update this information, nor does QPA verify the information. This information could include such items as: investment balances; deferral rates; age; salary; and current investment mix.

### Qualified Plan Advisory, LLC

#### Item 9 Disciplinary Information

None.



**Qualified Plan Advisory, LLC**

**Item 10 Other Financial Industry Activities and Affiliations**

None.

### Qualified Plan Advisory, LLC

#### **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

QP Advisory takes great pride in our commitment to serving our Clients' needs and the integrity with which we conduct our business. In our recent history, the financial services industry has come under significant scrutiny, especially in the area of the inherent responsibility of financial professionals to behave in the best interest of their clients.

Pursuant to Rule 204A-1 under the Investment Advisors Act of 1940, QP Advisory has developed a Code of Ethics ("Code") as a means of memorializing our vision of appropriate professional conduct in carrying out the business of providing the investment advisory services. Our Code addresses issues such as the following:

Standards of conduct and compliance with applicable laws, rules and regulations;

Protection of material, nonpublic information;

Addressing potential conflicts of interest;

Employee disclosure and reporting of personal securities holdings and transactions;

Firm's IPO and private placement policy;

Reporting of violations of the Code;

Educating employees about the Code;

Enforcement of the Code.

Each of QP Advisory's representatives has been furnished with a copy of our Code and has signed their names to a written acknowledgment attesting to their understanding of the Code and acceptance of its terms. A copy of the Code is available to all Clients upon request.

### Qualified Plan Advisory, LLC

#### **Item 12 Brokerage Practices**

Unless directed otherwise, we will arrange for the execution of securities brokerage transactions for the Assets through a broker-dealer that we reasonably believe will provide “best execution.” In seeking best execution, the determinative factor is not the lowest possible commission cost but whether the transaction represents the best qualitative execution, taking into consideration the full range of the Broker-Dealer’s services including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although we will seek competitive commission rates, we may not necessarily obtain the lowest possible commission rates for Account transactions.

Neither we, nor any of our Advisory Affiliates (as defined in Form ADV), will receive any portion of the brokerage commissions and/or transaction fees charged to you by the Broker-Dealer.

Consistent with obtaining best execution, transactions for your Account may be directed to registered broker-dealers in return for research products and/or services that assist us in our investment decision-making process. Such research generally will be used to service all of our clients, but brokerage commissions paid by you may be used to pay for research that is not used in managing your Account. Thus, you may pay the Broker-Dealer a greater commission than another qualified broker-dealer might charge to effect the same transaction where we determine in good faith that the commission is reasonable in relation to the value of the brokerage and research services received.

Transactions for each client account generally will be effected independently, unless we decide to purchase or sell the same securities for several clients at approximately the same time. We may (but are not obligated to) combine or “batch” such orders to obtain best execution, negotiate more favorable commission rates, or allocate equitably among our clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among our clients in proportion to the purchase and sale orders placed for each client account on any given day. To the extent that we aggregate client orders for the purchase or sale of securities, including securities in which our Advisory Affiliates may invest, we shall do so in accordance with applicable rules promulgated under the Advisers Act and no-action guidance provided by the staff of the Securities and Exchange Commission. We shall not receive any additional compensation or remuneration as a result of the aggregation. We shall endeavor to process all Account transactions in a timely manner, but neither represents nor warrants that any such transaction shall be processed or effected by the Broker-Dealer on the same day as requested.

You may direct us in writing to use a particular broker-dealer (“Directed Broker”) to execute some or all transactions for your Account (referred to as “directed brokerage”). In that case, you will have the sole responsibility to negotiate terms and arrangements for the Account with the Directed Broker and we will not seek better execution services or prices from other broker-dealers or be able to “batch” transactions for execution through other broker-dealers with orders for other accounts we manage. As a result, you may pay higher commissions or other transaction costs, greater spreads

### Qualified Plan Advisory, LLC

#### Item 13 Review of Accounts

QPA produces a Quarterly Investment Due Diligence Report. The report is a thorough review of the funds offered in the plan. The performance, risk (standard deviation), style composition, costs, and modern portfolio theory statistics of the funds offered in the Plan are benchmarked to their indexes and peer groups. Funds that fail to meet the standards and criteria set forth in the Investment Policy Statement are marked for increased supervision. Funds that remain marked for increased supervision for an extended period of time will be removed and replaced.

Reviewer: D. Scott Campbell, President and Chief Compliance Officer, prepares all Quarterly Investment Due Diligence Reports.

### Qualified Plan Advisory, LLC

#### Item 14 Client Referrals and Other Compensation

None.

### Qualified Plan Advisory, LLC

#### Item 15 Custody

QPA or any “person associated with” QPA, as such term is defined in Section 202(a)(17) of the Act, shall not have the authority to take custody or possession of any assets of any Plan.

### Qualified Plan Advisory, LLC

#### Item 16 Investment Discretion

QPA provides Investment Supervisory Services to clients on a non-discretionary basis.

### Qualified Plan Advisory, LLC

#### Item 17 Voting Client Securities

QPA does not have the authority to vote client securities. Clients will receive their proxies or other solicitations directly from the plan custodian or a transfer agent, but not from QPA. Clients can contact QPA by phone or email with questions regarding a particular solicitation.



### Qualified Plan Advisory, LLC

#### Item 18 Financial Information

QPA does not require or solicit prepayment of fees from clients at any time.

**Qualified Plan Advisory, LLC**

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

D. Scott Campbell

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Costa Mesa, CA 92626

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**This brochure supplement provides information about D. Scott Campbell that supplements the Qualified Plan Advisory, LLC brochure. You should have received a copy of that brochure. Please contact D. Scott Campbell if you did not receive Qualified Plan Advisory, LLC's brochure or if you have any questions about the contents of this supplement.**

### Qualified Plan Advisory, LLC

#### Item 2 Educational Background and Business Experience

D. Scott Campbell was born in 1963 and attended college at Long Beach State and the University of Utah. Scott's business background for the preceding five years: Owner and President of Qualified Plan Advisory, LLC.

### Qualified Plan Advisory, LLC

#### Item 3 Disciplinary Information

None.

### Qualified Plan Advisory, LLC

#### Item 4 Other Business Activities

None.

**Qualified Plan Advisory, LLC**

**Item 5 Additional Compensation**

None.

**Qualified Plan Advisory, LLC**

**Item 6 Supervision**