
Form ADV Part 2A

Brochure Cover Page

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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@qpdivsory.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.

Form ADV - Material Changes for Part 2A

Qualified Plan Advisory, LLC

New Address

QP Advisory has a new address:

1525 Mesa Verde Drive East, Suite 224, Costa Mesa, CA 92626

Registration

QP Advisory, LLC is no longer registered with the Securities and Exchange Commission. QP Advisory, LLC is now registered with the State of California.

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Qualified Plan Advisory, LLC

Item 4 Advisory Business

Qualified Plan Advisory, LLC (QPA) is registered as an investment advisor with the State of California. QPA offers investment advisory service 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. In most cases, the client will be responsible to effect all transactions. QPA provides the following Investment Supervisory Services on an ongoing basis:

- a) Investment Policy Statement. QPA will draft an Investment Policy Statement ("IPS") for the plan.
- b) Investment Selection. QPA will prepare an Investment Selection Due Diligence Report. The Report provides QPA's investment selection recommendations and supporting due diligence.
- c) Quarterly Monitoring of Investments. QPA will prepare Quarterly Investment Due Diligence Reports monitoring the investments offered in the plan. The investments will be evaluated according to the established guidelines outlined in the IPS and the investment portfolio characteristics, performance of duties, investment process and philosophy.
- d) Annual Plan Review. QPA will prepare an Annual Plan Review which includes the regular Quarterly Investment Due Diligence Report, plus plan fee disclosure and fee benchmarking, and 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 rates and investment allocations.
- b) ongoing face to face meetings with plan participants to encourage signing up and increasing savings rates and to provide an investment check up 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 \$60 million in plan assets (as of 9/30/2011).

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 methods any time.

Annual Advisory Fee:

For plans 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, transition 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

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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.

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 State securities laws. No increase in the advisory fee shall be effective without prior written notification to you. The adviser shall apply as an offset to their fee any revenues received from the investments.

Item 7 Types of Clients

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

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 fund managers using the criteria set forth in the IPS. The universe of funds available to the plan are divided into their respective Morningstar style box categories. All funds in each style box category are evaluated and benchmarked to their appropriate index and peer group based on investment return, risk, expense and modern portfolio theory statistics. QPA monitors the funds on a quarterly basis using this same process.

QPA creates asset allocation models for use by participants for their retirement accounts. QPA uses Morningstar software to facilitate the process of using Modern Portfolio Theory to create a long term growth portfolio models. This process uses the following techniques: efficient frontier analysis, mean variance optimization, resampling, Monte Carlo simulations and asset class constraints. The asset allocation model is a diversified investment strategy across multiple assets classes. The model can only use funds offered in the plan. QPA monitors the asset allocation model on an ongoing basis and provides participants with ongoing advice concerning the model. 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 our principal (invested amount) and any profits that have not been realized (securities that were not sold to "lock in" a 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 control of any investment professional's control, including QPA. Our fund selection and monitoring processes as well as our model portfolios are all based on historical performance data and other factors as described above. The use of our fund recommendations does not assure that the funds will perform well in the future or that there will not be subsequent losses. In addition, we offer our advice based only on the information provided by the plan sponsor, 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, ages, salaries, and current investment allocation.

Item 9 Disciplinary Information

None.

Item 10 Other Financial Industry Activities and Affiliations

None.

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

QPA 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 great scrutiny, especially in the area of the inherent responsibility of financial professionals to behave in the best interest of their clients.

QPA 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 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 holding 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 QPA's representative's have 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.

Item 12 Brokerage Practices

Unless directed otherwise, we will arrange of the execution of the securities brokerage transactions for plan 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 the 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 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 to your plan 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 our clients, but brokerage commissions paid to you may be used to pay for research that is not used in managing your account. Thus, you may pay 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 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 the 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. We shall not receive 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

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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 and greater spreads.

Item 13 Review of Accounts

QPA produces Quarterly Investment Due Diligence Reports. 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 noted for increased supervision. Funds that remain noted 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.

Item 14 Client Referrals and Other Compensation

None.

Item 15 Custody

QPA or any person associated with QPA, shall not have the authority to take custody or possession of any assets for any plan.

Item 16 Investment Discretion

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

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.

Item 18 Financial Information

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

Item 19 Requirements for State-Registered Advisers

A. D. Scott Campbell is the president of QPA and sole principal executive officer. He attended Saddleback Junior College, California State University, Long Beach and the University of Utah before entering the culinary industry. Scott worked for ten years as a chef in the restaurant business in Utah and Southern California. Scott started his career in the qualified retirement plan business in 1990 working for a Third Party Administration firm to learn the compliance aspect of the qualified retirement plan marketplace. Following five years working as a Third Party Administrator, Scott became Director of the 401(k) Division for a large Los Angeles benefits firm. Next Scott spent ten years selling the investment product used in 401(k) plans. In those 10 years Scott sold over two thousand 401(k) plans.