

**Schedule F of  
Form ADV**

**Continuation Sheet for Form ADV Part II**

Applicant:	SEC File Number:	Date:
Tracy Ross Financial Advisor, PLLC	801- 68080	02/17/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:

**Tracy Ross Financial Advisor, PLLC**

IRS Empl. Ident.No.:

**61-1524379**

Item of Form (identify)	Answer
Item 1. D.	<p><b>ADVISORY SERVICES AND FEES</b></p> <p>Tracy Ross Financial Advisor, PLLC (hereinafter "TRFA" or the "Firm") offers personalized investment advisory services to individuals, trusts, estates, and charitable organizations. The Firm's services and fee arrangements are described in the following pages.</p> <p>TRFA is a limited liability company formed under the laws of the State of Michigan. This Schedule F narrative provides clients with information regarding TRFA and the qualifications, business practices, and nature of advisory services that should be considered before becoming an advisory client of TRFA.</p> <p>Please contact Tracy S. Ross, Managing Member/Chief Compliance Officer, if you have any questions about this Schedule F narrative. Additional information about TRFA is available on the Internet at "www.adviserinfo.sec.gov". You can search this site by a unique identifying number, known as a CRD number. The CRD number for TRFA is 144349.</p> <p><b>PORTFOLIO MANAGEMENT SERVICES</b></p> <p>TRFA provides non-discretionary portfolio management services where the investment advice provided is custom tailored to meet the needs and investment objectives of the Client. Once the portfolio is constructed, TRFA provides continuous supervision and rebalancing of the portfolio as changes in market conditions and Client circumstances may require. The Firm will obtain Client approval prior to the execution of any trade or transaction.</p> <p>TRFA charges an hourly fee for portfolio management services based on a rate of \$250 per hour. The management fee will generally be billed monthly in arrears, although the Firm may occasionally bill quarterly in arrears.</p> <p>TRFA or the Client may terminate the management agreement within five days of the date of acceptance without penalty to the Client. After the five-day period, either party, upon written notice to the other, may terminate the management agreement. No refunds are applicable as fees are paid in arrears.</p> <p><b>GENERAL INFORMATION ON ADVISORY SERVICES AND FEES</b></p> <p>TRFA shall never have custody of any Client funds or securities, as the services of a qualified and independent custodian will be used for these asset management services.</p> <p>The fees charged are calculated as described above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the funds, or any portion of the funds of an advisory Client (15 U.S.C. §80b-5(a)(1)).</p> <p>TRFA does not represent, warrant, or imply that the services or methods of analysis employed by the Firm can or will predict future results, successfully identify market tops or bottoms, or insulate Clients from losses due to market corrections or declines.</p> <p>Advice offered by TRFA may involve investment in mutual funds. Clients are hereby advised that all fees paid to TRFA for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. Further, there may be transaction charges involved with purchasing or selling of securities. TRFA does not share in any portion of the brokerage fees/transaction charges imposed by the custodian holding the Client funds or securities.</p>

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Item 1.D. (continued)	The Client should review all fees charged by mutual funds, TRFA, and others to fully understand the total amount of fees to be paid by the Client.	
Item 3.L.	<p><b>TYPES OF INVESTMENTS</b></p> <p>TRFA reserves the right to advise Clients on any other type of investment that it deems appropriate based on the Client's stated goals and objectives. TRFA may also provide advice on any type of investment held in a Client's portfolio at the inception of the advisory relationship or any investment on which the Client requests advice.</p>	
Item 6.	<p><b>EDUCATION AND BUSINESS BACKGROUND</b></p> <p><b>TRACY S. ROSS, CPA, CFP®</b>  <i>Year of Birth:</i> 1951  <i>Formal Education After High School:</i></p> <ul style="list-style-type: none"> <li>University of Michigan, B.B.A., Accounting, 1973.</li> <li>Grand Valley State University, M.S., Taxation, 1986.</li> </ul> <p><i>Business Background for Previous Five Years:</i></p> <ul style="list-style-type: none"> <li>Tracy Ross Financial Advisor, PLLC, Managing Member/CCO, 03/2007 – Present.</li> <li>Tracy Ross CPA, P.C., President, 05/1989 - Present.</li> </ul>	
Item 7. & 8.(7)	<p><b>OTHER BUSINESS/FINANCIAL ACTIVITIES</b></p> <p>Tracy S. Ross, Managing Member/CCO of TRFA, is President of Tracy Ross CPA, P.C., an accounting firm. TRFA expects that Clients to whom it provides advisory services may also be Clients to whom Mr. Ross provides accounting services. Clients are instructed that the fees paid to TRFA for advisory services are separate and distinct from the fees paid to Tracy Ross CPA, P.C. for accounting services. Mr. Ross will spend approximately 85% of his professional time providing accounting services through Tracy Ross CPA, P.C.</p>	
Item 9.E.	<p><b>PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS</b></p> <p>TRFA or individuals associated with the Firm may buy or sell – for their personal account(s) - investment products identical to those recommended to Clients. It is the expressed policy of TRFA that employees shall not have priority in any purchase or sale over Clients' accounts. <sup>(1)(2)</sup></p> <p>TRFA has adopted a Code of Ethics, the full text of which is available to Clients and prospective Clients upon request. TRFA has several goals in adopting this Code. First, the Firm desires to comply with all applicable laws and regulations governing its practice, and the management of TRFA has determined to set forth guidelines for professional standards, under which all associated persons of the Firm are to conduct themselves. The Firm has set high standards, the intention of which is to protect Client interests at all times and to demonstrate its commitment to its fiduciary duties of honesty, good faith and fair dealing with Clients. All associated persons are expected to adhere strictly to these guidelines, as well as any procedures established in the Code of Ethics primarily related to violations of the Code. In addition, TRFA maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by TRFA or any person associated with the Firm.</p> <p>Footnotes:</p> <p><sup>(1)</sup> This investment policy has been established recognizing that some securities being considered for purchase and/or sale on behalf of TRFA's Clients trade in sufficiently broad markets to permit transactions by Clients to be completed without an appreciable impact on the markets of the securities. Under certain circumstances, exceptions may be made to the policies stated above. Records of these trades, including the</p>	

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Item 9.E. (continued)	<p>reasons for the exceptions, will be maintained with TRFA's records in the manner set forth above.</p> <p><sup>(2)</sup> The foregoing does not apply to certain types of securities, such as obligations of the U.S. Government, and shares in open-end mutual funds. Open-end mutual funds are purchased or redeemed at a fixed net asset value price per share specific to the date of purchase or redemption. As such, transactions in mutual funds by Advisory Representatives are not likely to have an impact on the prices of the fund shares in which Clients invest.</p> <p><i>Privacy Policies</i></p> <p>The Firm views protecting its customers' private information as a top priority and, pursuant to the requirements of the federal Gramm-Leach-Bliley Act, the Firm has instituted policies and procedures to ensure that customer information is kept private and secure.</p> <p>TRFA does not disclose any nonpublic personal information about its Clients or former Clients to any nonaffiliated third parties, except as permitted by law. In the course of servicing a Client's account, TRFA may share some information with its service providers, such as transfer agents, custodians, broker-dealers, accountants, and lawyers.</p> <p>TRFA restricts internal access to nonpublic personal information about the Client to those associated persons of the Firm who need access to that information in order to provide services to the Client. As emphasized above, it has always been and will always be the Firm's policy never to sell information about current or former customers or their accounts to anyone. It is also the Firm's policy not to share information unless required to process a transaction, at the request of a customer, or as required by law.</p>	
Item 11.A.	<p><b>REVIEW OF ACCOUNTS</b></p> <p>Tracy S. Ross, Manager/CCO, will monitor Client accounts on a continuous basis to ensure the advisory services provided to the Client are consistent with the Client's investment needs and objectives. TRFA will offer Clients a formal in-person account review on at least an annual basis unless waived by the Client. Triggering factors that may stimulate an additional review include, but are not limited to, changes in market conditions, or changes in the Client's financial situation, risk tolerance or objectives.</p>	
Item 11.B.	<p><b>REPORTS TO CLIENTS</b></p> <p>Clients will receive statements directly from their custodian(s) on at least a quarterly basis. TRFA will provide an annual account report reflecting summarized activity, portfolio holdings, and investment considerations.</p>	
Item 12.B. Item 13.A.	<p><b>SUGGESTION OF BROKERS/ADDITIONAL COMPENSATION</b></p> <p>TRFA recommends that Clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab &amp; Co., Inc. ("Schwab Institutional"), a registered broker-dealer, member SIPC/NYSE, to maintain custody of the Client's assets and to effect trades for their accounts. Clients are advised that there may be transaction charges involved when purchasing or selling securities. TRFA does not share in any portion of the brokerage fees/transaction charges imposed by Schwab Institutional. Additionally, the commission/transaction fees charged by Schwab Institutional may be higher or lower than those charged by other broker-dealer/custodians.</p> <p>Schwab Institutional provides TRFA with access to its institutional trading and operations services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers at no charge to them so long as a total of at least \$10 million of the adviser's Clients account assets are maintained at Schwab Institutional. Schwab Institutional services may include research, brokerage,</p>	

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Item 12.B. Item 13.A. (continued)	<p>custody, access to mutual funds and other investments that are otherwise available only to institutional investors or would require significantly higher minimum initial investments. Schwab Institutional also makes available to TRFA other products and services that benefit TRFA but may not benefit its Clients' accounts. These include software and other technology that provide access to Client account data (such as trade confirmations and account statements), facilitate trade execution, provide research, pricing information and other market data, facilitate payment of TRFA's fees from its Clients' accounts, and assist with back-office support, recordkeeping and Client reporting. The availability to TRFA of the foregoing products and services is not contingent upon TRFA committing to Schwab Institutional any specific amount of business (assets in custody or trading).</p> <p>TRFA believes that Schwab Institutional provides the best services at the lowest commission rates possible. The reasonableness of commissions is based on several factors, including the broker's ability to provide professional services, competitive commission rates, volume discounts, execution price negotiations, the broker's reputation, experience and financial stability of the broker or dealer, and the quality of service rendered by the broker or dealer in other transactions.</p> <p>Best execution is not measured solely by reference to commission rates. Paying a broker a higher commission rate than another broker might charge is permissible if the difference in cost is reasonably justified by the quality of the brokerage services offered.</p> <p><i>Directed Brokerage</i></p> <p>Some Clients may instruct TRFA to use one or more particular brokers for the transactions in their accounts. Clients who may want to direct the Firm to use a particular broker should understand that this might prevent TRFA from effectively negotiating brokerage compensation on their behalf. This arrangement may also prevent TRFA from obtaining the most favorable net price and execution. Thus, when directing brokerage business, Clients should consider whether the commission expenses and execution, clearance, and settlement capabilities that they will obtain through their broker are adequately favorable in comparison to those that the Firm would otherwise obtain for its Clients. Clients are encouraged to discuss available alternatives with their advisory representative.</p> <p><b>MISCELLANEOUS</b></p> <p><i>Proxy Voting</i></p> <p>The Firm will not vote proxies on behalf of advisory Clients' accounts. Although, on rare occasions and only at the Client's request, the Firm may offer Clients advice regarding corporate actions and the exercise of proxy voting rights.</p> <p><i>Class Action Lawsuits</i></p> <p>From time to time, securities held in the accounts of Clients will be the subject of class action lawsuits. The Firm has no obligation to determine if securities held by the Client are subject to a pending or resolved class action lawsuit. It also has no duty to evaluate a Client's eligibility or to submit a claim to participate in the proceeds of a securities class action settlement or verdict. Furthermore, the Firm has no obligation or responsibility to initiate litigation to recover damages on behalf of Clients who may have been injured as a result of actions, misconduct or negligence by corporate management of issuers whose securities are held by Clients.</p> <p>Where the Firm receives written or electronic notice of a class action lawsuit, settlement or verdict affecting securities owned by a Client, it will forward all notices, proof of claim forms</p>

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	and other materials, to the Client. Electronic mail is acceptable where appropriate, and the Client has authorized contact in this manner.	

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