

*This brochure supplement provides information about John Patrick Moran that supplements the Excel Financial LLC brochure. You should have received a copy of that brochure. Please contact John Patrick Moran, IAR if you did not receive Excel Financial LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about John Patrick Moran is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

**Excel Financial LLC**  
Form ADV Part 2B – Individual Disclosure Brochure  
*for*  
**John Patrick Moran**  
Investment Adviser Representative

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UPDATED: 3/17/2011

## **Item 2: Educational Background and Business Experience**

**Name:** John Patrick Moran

**Born:** 1955

### **Education Background and Professional Designations:**

#### **Education:**

BBA Accounting, University of Notre Dame - 1977

Masters, Taxation, University of Denver - 1982

Masters Finance, University of Colorado, Denver - 2002

#### **Designations:**

##### **CPA - Certified Public Accountant\***

- CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination.
- In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's Code of Professional Conduct within their state accountancy laws or have created their own.

\*This description represents the requirements as of 1/1/2011. It is the responsibility of the adviser to disclose the qualifications in place when he or she attained the credential.

## **CVA - Certified Valuation Analysts**

### **MINIMUM REQUIREMENT:**

- Hold a business degree or MBA or CFA, CIAA, CEFA designation;
- Complete a 35-hour training program and course of study as prescribed by The National Association of Consultants, Valuators and Analysts (NACVA);
- Pass a comprehensive two-part examination (exam + take-home case);
- Be a member in good standing with IACVA;
- Submit three personal and three business references

## **ABV - Accredited in Business Valuation**

### **MINIMUM REQUIREMENT:**

- Hold a valid and unrevoked CPA certificate.
- Pass a comprehensive business valuation examination.
- Provide evidence of ten (10) business valuation engagements.

Provide evidence of 75 hours of life-long learning related to the business valuation body of knowledge, such as:

- Continuing professional education
- Approved courses at an accredited university or college
- Presenting/lecturing of topics related to the BV body of knowledge.
- Authoring of articles/publications in topics related to the BV body of knowledge.

## **Business Background:**

2010 - Present	IAR Excel Financial LLC
2009 - Present	Owner/Member Moran & Long LLC
2009 - 2009	Controller Vactron Equipment LLC
2005 - 2009	Assistant Controller Republic Financial Corp

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

### **Item 4: Other Business Activities**

John Patrick Moran is the owner and member of the CPA firm, Moran & Long LLC. From time to time, he will offer clients advice or products from those activities. Excel always acts in the best interest of the client.

### **Item 5: Additional Compensation**

Other than salary, annual bonuses, regular bonuses, John Patrick Moran does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Excel Financial LLC.

### **Item 6: Supervision**

As a representative of Excel Financial LLC, John Patrick Moran works closely with his supervisor, James Scott Loquai, and all advice provided to clients is reviewed by the supervisor prior to implementation. John Patrick Moran's contact information is on the cover page of this disclosure document.

## Item 7: Requirements For State Registered Advisers

*This disclosure is required by Colorado securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

A. John Patrick Moran has **NOT** been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - a) an investment or an investment-related business or activity;
  - b) fraud, false statement(s), or omissions;
  - c) theft, embezzlement, or other wrongful taking of property;
  - d) bribery, forgery, counterfeiting, or extortion; or
  - e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - a) an investment or an investment-related business or activity;
  - b) fraud, false statement(s), or omissions;
  - c) theft, embezzlement, or other wrongful taking of property;
  - d) bribery, forgery, counterfeiting, or extortion; or
  - e) dishonest, unfair, or unethical practices.

John Patrick Moran has **NOT** been the subject of a bankruptcy petition at any time.