

This brochure supplement provides information about John Raymond Loquai that supplements the Excel Financial LLC brochure. You should have received a copy of that brochure. Please contact John Raymond Loquai, Managing Member 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 Raymond Loquai is also available on the SEC's website at www.adviserinfo.sec.gov.

Excel Financial LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

John Raymond Loquai

Investment Adviser Representative

Excel Financial LLC
321 Main Street
Red Wing, Minnesota, 55066
(651) 388-6441
www.excelfinancialonline.com
johnl@excelfinancialonline.com

UPDATED: 3/17/2011

Item 2: Educational Background and Business Experience

Name: John Raymond Loquai

Born: 1984

Education Background and Professional Designations:

Education:

BS Finance, University of Utah – 2010

Designations:

CRPC® - Chartered Retirement Planning CounselorSM

MINIMUM REQUIREMENTS:

- successfully complete the program;
- pass the final examination; and
- Comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct

Continued use of the CRPC® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPC® designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee

Business Background:

2010 – Present

Advisor Representative
Excel Financial LLC

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 Raymond Loquai is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, John Raymond Loquai 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 Raymond Loquai works closely with his supervisor, James Scott Loquai and all advice provided to clients is reviewed by the supervisor prior to implementation. John Raymond Loquai's contact information is on the cover page of this disclosure document.

Item 7: Requirements For State Registered Advisers

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

A. John Raymond Loquai 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.

B. John Raymond Loquai has **NOT** been the subject of a bankruptcy petition at any time.