

This brochure supplement provides information about James Scott Loquai that supplements the Excel Financial LLC brochure. You should have received a copy of that brochure. Please contact James Scott 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 James Scott 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
James Scott Loquai
Investment Adviser Representative

Excel Financial LLC
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Red Wing, Minnesota, 55066
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UPDATED: 3/16/2011

Item 2: Educational Background and Business Experience

Name: James Scott Loquai

Born: 1962

Education Background and Professional Designations:

Education:

BS Business & Computer Sciences, Mankato State University – 1984

Designations:

AIF®- Accredited Investment Fiduciary

AIF® MINIMUM QUALIFICATIONS:

- successfully complete the program;
- pass the final examination; and
- Sign and agree to abide by a code of ethics
- Complete six hours of continuing professional education, 4 of which are fi360 Training CE
- Maintaining current contact information in fi360's designee database
- Submit yearly renewal application with \$325 in annual dues

CRPS® - Chartered Retirement Plans SpecialistSM

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 CRPS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPS® 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:

2008 – Present	Managing Member Excel Financial LLC
2006 – Present	Consultant S2Tech, Inc.
2006 – 2007	Registered Representative/ Advisor Diversified Wealth Management
1999 – 2006	Senior Vice President ACS, Inc.

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

James Scott Loquai is a licensed insurance agent and a business consultant of S2Tech, Inc. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Excel always acts in the best interest of the client.

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, James Scott 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 co-owner and representative of Excel Financial LLC, James Scott Loquai works closely with co-owner, Thomas Raymond Loquai to supervise all duties and activities of the firm. James Scott 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. James Scott 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. James Scott Loquai has **NOT** been the subject of a bankruptcy petition at any time.