

FORM ADV**Uniform Application for Investment Adviser Registration****Part II – Page 1**

OMB APPROVAL	
OMB Number:	3235-0049
Expires:	July 31, 2008
Estimated average burden hours per response.....	9.402

Name of Investment Adviser:	Excel Financial, LLC				
Address:	(Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone Number:
	321 Main Street	Red Wing	Minnesota	55066	(651) 388-6441

This part of Form ADV gives information about the investment adviser and its business for the use of clients.
The information has not been approved or verified by any government authority.

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(Schedules A,B,C,D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

Potential persons who are to respond to the collection of information contained in this form
are not required to respond unless the form displays a currently valid OMB control number.

Applicant: Excel Financial, LLC	SEC File Number: 801- 68518	Date: 12/10/2007
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1. A. Advisory Services and Fees. (Check the applicable boxes) For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)

Applicant:

- | | | |
|---|-----------------|---|
| <input checked="" type="checkbox"/> (1) Provides investment supervisory services..... | <u>99 (est)</u> | % |
| <input checked="" type="checkbox"/> (2) Manages investment advisory accounts not involving investment supervisory services..... | <u>1 (est)</u> | % |
| <input type="checkbox"/> (3) Furnishes investment advice through consultations not included in either service described above..... | _____ | % |
| <input type="checkbox"/> (4) Issues periodicals about securities by subscription..... | _____ | % |
| <input type="checkbox"/> (5) Issues special reports about securities not included in any service described above..... | _____ | % |
| <input type="checkbox"/> (6) Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities..... | _____ | % |
| <input type="checkbox"/> (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities.. | _____ | % |
| <input type="checkbox"/> (8) Provides a timing service..... | _____ | % |
| <input type="checkbox"/> (9) Furnishes advice about securities in any manner not described above..... | _____ | % |

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

B. Does applicant call any of the services it checked above financial planning or some similar term? Yes ☒ No ☐

C. Applicant offers investment advisory services for: (check all that apply)

- | | |
|--|--|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input type="checkbox"/> (6) Other |

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- When compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate and investment advisory contract before its expiration date

2. Types of clients – Applicant generally provides investment advice to: (check all that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Individuals | <input type="checkbox"/> E. Trusts, estates, or charitable organizations |
| <input type="checkbox"/> B. Banks and thrift institutions | <input checked="" type="checkbox"/> F. Corporations or business entities other than those listed above |
| <input type="checkbox"/> C. Investment companies | <input type="checkbox"/> G. Other (describe on Schedule F) |
| <input checked="" type="checkbox"/> D. Pension and profit sharing plans | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

Applicant:	SEC File Number:	Date:
Excel Financial, LLC	801- 68518	12/10/2007

3. Types of Investments. Applicant offers advice on the following: (Check those that apply)

- | | |
|--|--|
| <input type="checkbox"/> A. Equity Services | <input checked="" type="checkbox"/> H. United States government securities |
| <input checked="" type="checkbox"/> (1) exchange-listed securities | <input type="checkbox"/> I. Options contracts on: |
| <input checked="" type="checkbox"/> (2) securities traded over-the-counter | <input type="checkbox"/> (1) securities |
| <input checked="" type="checkbox"/> (3) foreign issuers | <input type="checkbox"/> (2) commodities |
| <input type="checkbox"/> B. Warrants | <input type="checkbox"/> J. Futures contracts on: |
| <input checked="" type="checkbox"/> C. Corporate debt securities (other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| <input type="checkbox"/> D. Commercial paper | <input type="checkbox"/> (2) intangibles |
| <input checked="" type="checkbox"/> E. Certificate of deposit | <input type="checkbox"/> K. Interests in partnerships investing in: |
| <input checked="" type="checkbox"/> F. Municipal Securities | <input type="checkbox"/> (1) real estate |
| <input type="checkbox"/> G. Investment company securities | <input type="checkbox"/> (2) oil and gas interests |
| <input checked="" type="checkbox"/> (1) variable life insurance | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (2) variable annuities | <input type="checkbox"/> L. Other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (3) mutual fund shares | |

4. Methods of Analysis, Sources of Information, and Investment Strategies.

A. Applicant's security analysis methods include: (check those that apply)

- | | |
|---|---|
| (1) <input checked="" type="checkbox"/> Charting | (4) <input checked="" type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input checked="" type="checkbox"/> Other (explain on Schedule F) |
| (3) <input checked="" type="checkbox"/> Technical | |

B. The main sources of information applicant uses include: (check those that apply)

- | | |
|---|---|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines | (5) <input type="checkbox"/> Timing services |
| (2) <input type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input checked="" type="checkbox"/> Company press releases |
| (4) <input type="checkbox"/> Corporate rating services | (8) <input type="checkbox"/> Other (explain on Schedule F) |

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- | | |
|--|---|
| (1) <input checked="" type="checkbox"/> Long Term Purchases
(securities held at least a year) | (5) <input type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short Term Purchases
(securities sold within a year) | (6) <input type="checkbox"/> Option writing, including covered options, uncovered options or spreading strategies |
| (3) <input type="checkbox"/> Trading (securities sold within 30 days) | (7) <input type="checkbox"/> Other (explain on Schedule F) |
| (4) <input type="checkbox"/> Short Sales | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

5. Education and Business Standards.

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?

Yes

No

☐☒

(If yes, describe these standards on Schedule F.)

6. Education and Business Background.

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- name
- year of birth
- formal education after high school
- business background for the preceding five years

7. Other Business Activities. (check those that apply)

- ☐ A. Applicant is actively engaged in a business other than giving investment advice.
- ☒ B. Applicant sells products or services other than investment advice to clients.
- ☐ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

8. Other Financial Industry Activities or Affiliations. (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:

- | | |
|--|--|
| <input type="checkbox"/> (1) broker-dealer | <input type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input checked="" type="checkbox"/> (3) other investment adviser | <input type="checkbox"/> (9) insurance company or agency |
| <input type="checkbox"/> (4) financial planning firm | <input type="checkbox"/> (10) pension consultant |
| <input type="checkbox"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="checkbox"/> (11) real estate broker or dealer |
| <input type="checkbox"/> (6) banking or thrift institution | <input type="checkbox"/> (12) entity that creates or packages limited partnerships |

For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest?.....

Yes

No

☐☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

9. Participation or Interest in Client Transactions.

Applicant or a related person: (check those that apply)

- ☐ A. As principal, buys securities for itself from or sells securities it owns to any client.
- ☐ B. As broker or agent effects securities transactions for compensation for any client.
- ☐ C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- ☐ D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- ☒ E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures or disclosures are used for conflicts of interest in those transactions.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

- 10. Conditions for Managing Accounts.** Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services and impose a minimum dollar value of assets or other conditions for starting or maintaining an account?

Yes ☒ No ☐

(If yes, describe on Schedule F)

- 11. Review of Accounts.** If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:

- A. Describe below the reviews and reviewers of the accounts. **For Reviews**, include the frequency, different levels, and triggering factors. **For Reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

Investment Advisory Services: Each client will receive account statements from the custodian(s). Typically these are provided monthly, but no less frequently than quarterly. In addition, we conduct a formal client review of all of a client's accounts at least annually (and as often as quarterly depending on the agreement with the client). As part of the formal reviews, we will provide a statement detailing account holdings and performance. Financial planning clients may arrange for additional reports for a separate fee.

- B. Describe below the nature and frequency of regular reports to clients on their accounts.

Investment Advisory Services: Each client will receive a monthly report from the Custodian detailing the clients account performance. Financial planning clients may arrange for additional reports for a separate fee.

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

12. Investment or Brokerage Discretion.

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

- | | | | |
|-----|---|--|--------------------------------|
| (1) | securities to be bought or sold?..... | Yes
<input checked="" type="checkbox"/> | No
<input type="checkbox"/> |
| (2) | amount of the securities to be bought or sold?..... | Yes
<input checked="" type="checkbox"/> | No
<input type="checkbox"/> |
| (3) | broker or dealer to be used?..... | Yes
<input checked="" type="checkbox"/> | No
<input type="checkbox"/> |
| (4) | commission rates paid?..... | Yes
<input checked="" type="checkbox"/> | No
<input type="checkbox"/> |

B. Does applicant or a related person suggest brokers to clients?.....

Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
--	--------------------------------

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any products the applicant used during the last fiscal year to direct client transactions to a particular broker in return for any product and research services received.

13. Additional Compensation.

Does the applicant or a related person have any arrangements, oral or in writing, where it:

- | | | | |
|----|---|---------------------------------|---|
| A. | is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients?..... | Yes
<input type="checkbox"/> | No
<input checked="" type="checkbox"/> |
| B. | directly or indirectly compensates any person for client referrals?..... | Yes
<input type="checkbox"/> | No
<input checked="" type="checkbox"/> |

(For each yes, describe the arrangements on Schedule F.)

14. Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities (unless applicant is registered or registering only with the Securities and Exchange Commission); or
- requires prepayment of more than \$500 in fees per client and 6 or more months in advance

Has applicant provided a Schedule G balance sheet?.....	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
FORM ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
Excel Financial, LLC	801- 68518	12/10/2007

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part 1 of Form ADV: Excel Financial, LLC		IRS Empl. Ident. No.: 74-3235262										
Item of Form (identify)	Answer											
Part II, 1 D	<p>Excel Financial, LLC (hereinafter "Excel") offers the following services to advisory clients:</p> <p>INVESTMENT SUPERVISORY SERVICES</p> <p>Excel will offer ongoing Investment Supervisory Services based on the individual goals, objectives, time horizon, and risk tolerance of each client. Investment Supervisory Services include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Investment strategy • Personal investment policy • Asset allocation • Asset selection • Regular and/or continuous portfolio monitoring <p>Excel will evaluate the current investments of each client with respect to their risk tolerance levels and time horizon. Risk tolerance levels will be documented in the Investment Policy Statement, which will be given to each client.</p> <p>Excel will typically create a portfolio of no-load mutual funds, and may use model portfolios if the models match the client's investment policy. Excel will allocate the client's assets among various instruments taking into consideration the overall management style selected by the client. Excel primarily recommends portfolios consisting of mutual funds offered by Dimensional Fund Advisors (DFA). DFA sponsored mutual funds follow a passive asset class investment philosophy with low holdings turnover. Consequently the DFA fund fees are generally lower than fees and expenses charged by other types of funds. Client portfolios may also, although rarely, include some individual equity securities. Excel manages mutual fund and equity portfolios on a discretionary and nondiscretionary basis. Fees for these services will be based on a percentage of Assets Under Management as follows:</p> <table border="0"> <thead> <tr> <th>ASSETS UNDER MANAGEMENT</th> <th>ANNUAL FEE</th> </tr> </thead> <tbody> <tr> <td>\$1 - \$500,000</td> <td>1.00%</td> </tr> <tr> <td>\$500,001 – \$1,000,000</td> <td>0.75%</td> </tr> <tr> <td>\$1,000,001 – 2,000,000</td> <td>0.60%</td> </tr> <tr> <td>2,000,0001+</td> <td>0.50%</td> </tr> </tbody> </table>		ASSETS UNDER MANAGEMENT	ANNUAL FEE	\$1 - \$500,000	1.00%	\$500,001 – \$1,000,000	0.75%	\$1,000,001 – 2,000,000	0.60%	2,000,0001+	0.50%
ASSETS UNDER MANAGEMENT	ANNUAL FEE											
\$1 - \$500,000	1.00%											
\$500,001 – \$1,000,000	0.75%											
\$1,000,001 – 2,000,000	0.60%											
2,000,0001+	0.50%											

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
FORM ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
Excel Financial, LLC	801- 68518	12/10/2007

1. Full name of applicant exactly as stated in Item 1A of Part 1 of Form ADV:		IRS Empl. Ident. No.:
Excel Financial, LLC		74-3235262
Item of Form (identify)	Answer	
Part II, 1 D (cont.)	INVESTMENT SUPERVISORY SERVICES (cont.) Excel also provides Investment Supervisory Services for retirement plans. These services include investment advisory services and portfolios similar to those provided for individual clients. For retirement plans, these services are provided for a flat annual fee calculated using a flat per participant fee times the number of plan participants. The annual fee is set at the start of each plan year based on the then current plan enrollment and participant fee and billed in 4 equal quarterly installments. These fees are negotiable and the final fee schedule will be attached as Exhibit II of the Investment Advisory Contract. Fees are paid quarterly in arrears, and clients may terminate their account with thirty days written notice. Because fees are charged in arrears, no refund policy is necessary. Clients may terminate their accounts without penalty, for full refund, within 5 business days of signing the advisory contract. Excel will withdraw advisory fees directly from the client's accounts with written authorization. INVESTMENT ADVICE NOT INVOLVING SUPERVISION FINANCIAL PLANS Financial plans and financial planning may include, but are not limited to: life insurance; tax concerns; retirement planning; investment planning; college planning; and debt/credit planning. These services will be based on fixed fees or hourly fees and the final fee structure will be documented in Exhibit II of the Investment Advisory Contract. FIXED FEES Financial planning services may be offered on a fixed fee basis. Depending upon the complexity of the situation and the needs of the client, the rate for creating client financial plans is between \$750 and \$3,000. Fees are paid 50% at inception of the relationship and 50% upon completion of the planning services. No refunds are available. The fees are negotiable and the final fee schedule will be attached as Exhibit II of the Investment Advisory Contract. Clients may terminate their accounts without penalty, for full refund, within 5 business days of signing the advisory contract.	

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
FORM ADV**

Continuation Sheet for Form ADV Part II

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

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

Excel Financial, LLC

IRS Empl. Ident. No.:

74-3235262

Item of Form
(identify)

Answer

HOURLY FEES

Clients may be offered financial planning and other advice above and beyond the scope of the planning process at an hourly rate. The hourly rate for these services is \$150/hour. The fees are negotiable and the final fee schedule will be attached as Exhibit II of the Investment Advisory Contract. Services are billed in arrears following completion of the designated services. It is assumed that the client will provide the information and decisions required by Excel to complete the designated financial planning services timely. Should the client fail to provide required information or decisions timely after being notified by Excel of its requirements, Excel reserves the right to terminate the agreement and issue a bill for services rendered and hours expended to that point. Fees are billed following completion of the services. The client may terminate the agreement at any time prior to completion. Upon notification of termination by the client, Excel will cease work on the planning services and will issue a bill for the services rendered and hours expended until that point. Clients may terminate their accounts without penalty, for full refund, within 5 business days of signing the advisory contract.

Part II, 4 A (5)

SOURCES OF INFORMATION

Excel's main sources of information include vendor data and publicly available statistical data and research. Vendors include Dimensional Fund Advisors (DFA), CPA Investment Network, Symmetry, Morningstar, Lipper, and others. Excel and selected vendors prepare and use statistical analysis and client information to create investment recommendations (including model portfolios) and to provide individualized advice to clients.

Excel's investment advice is based on long-term investment strategies incorporating the principles of Modern Portfolio Theory. Our investment approach is firmly rooted in the belief that markets are efficient and that investor's returns are determined principally by asset allocation and not by market timing or stock selection. Our focus is on truly diversified portfolios, through the use of passively managed, asset class mutual funds that are available only to institutional investors and clients of a network of selected advisors.

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
FORM ADV**

Continuation Sheet for Form ADV Part II

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

1. Full name of applicant exactly as stated in Item 1A of Part 1 of Form ADV: Excel Financial, LLC		IRS Empl. Ident. No.: 74-3235262
Item of Form (identify)	Answer	
Part II, 6	EDUCATION AND BUSINESS BACKGROUND Name: James Scott Loquai Born: 1962 Education Background: Mankato State University (Now Minnesota State University at Mankato); Graduated 1984; Degree in Business Management, Industrial Relations and Computer Science with a minor in Economics. Graduated Summa Cum Laude. Business Background: <ol style="list-style-type: none">1. Affiliated Computer Services, Inc.; Senior Vice President, 9/1990 thru Present2. Diversified Wealth Management; Principal, 7/2006 through 12/2007	
	EDUCATION AND BUSINESS BACKGROUND Name: Thomas Raymond Loquai Born: 1944 Education Background: South Dakota State University; Graduated 1970; Degree in Printing Management. Business Background: <ol style="list-style-type: none">1. Alpha Graphics Group, Inc.; President, 9/1987 thru 12/20032. AXA (Equitable) Financial; Registered Rep, 4/2004 through 3/2005.3. Diversified Wealth Management; Principal, 4/2005 through 12/2007	
Part II, 6 (cont.)	EDUCATION AND BUSINESS BACKGROUND (cont.) Name: Jerry Lynn Loquai Born: 1948 Education Background: Nebraska Wesleyan University; Graduated 1970; Degree in Business. Business Background: <ol style="list-style-type: none">1. Primevest Financial Services, Inc.; Reg. Rep., 11/1995 thru 2/20052. Diversified Wealth Management; Principal, 4/2005 through 12/2007	
Part II, 7 B	OTHER BUSINESS ACTIVITIES Excel Financial, LLC will also offer its clients insurance products.	

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
FORM ADV**

Continuation Sheet for Form ADV Part II

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

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

Excel Financial, LLC

IRS Empl. Ident. No.:

74-3235262

Item of Form
(identify)

Answer

Part II, 8 C (3)

OTHER FINANCIAL INDUSTRY ACTIVITIES

Excel has an arrangement with CPA Investment Network (Gronich Financial Services), Symmetry, and Clark Capital Management to provide back-office support and presentation materials. These providers will aid Excel in filing, reporting, compliance, training, material preparation, trade execution, and examination issues. These providers receive a fee as a percentage of the total amount billed by Excel to clients.

Part II, 9

CODE OF ETHICS

Excel has a written Code of Ethics that covers the following areas:

Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Personal Securities Transactions, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions.

ALL PROSPECTIVE AND CURRENT CLIENTS HAVE A RIGHT TO SEE OUR CODE OF ETHICS. FOR A COPY OF THE CODE OF ETHICS, PLEASE ASK YOUR FINANCIAL ADVISOR AT ANY TIME.

Part II, 9 E

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

From time to time, representatives of Excel may buy or sell securities for themselves that they also recommend to clients. Excel will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

Part II, 10

ACCOUNT MINIMUMS

Excel will require a family-of-accounts minimum of \$100,000 and an account minimum of \$25,000. Both of these may be waived by Excel based on the needs of the client and specific situation.

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
FORM ADV**

Continuation Sheet for Form ADV Part II

Applicant:

Excel Financial, LLC

SEC File Number:

801- 68518

Date:

12/10/2007

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

Excel Financial, LLC

IRS Empl. Ident. No.:

74-3235262

Item of Form
(identify)

Answer

Part II, 12 (1-4) & B

INVESTMENT OR BROKERAGE DISCRETION

Excel and service providers will maintain limited power of authority over client accounts with respect to securities to be bought and sold and amount of securities to be bought and sold. Excel will not buy securities other than passively-managed asset class mutual funds, passively managed ETFs, and fixed income investments as explained to clients before purchase. All buying and selling of securities will be explained to clients in detail before an advisory relationship has commenced at Excel. Excel will not purchase individual stocks unless directed by the client.

Excel will require clients to open a brokerage account with TD Ameritrade, to act as custodians for client funds and securities. TD Ameritrade was chosen due to their ability to trade DFA funds and their relatively low transaction fees. Excel will never charge a premium or commission on transactions, beyond the actual cost imposed by TD Ameritrade. Every attempt will be made to get group discounts on transactions when possible.

Excel will recommend TD Ameritrade Advisor Services (AAS) as the broker and custodian of all client accounts. AAS was chosen based on its ability to trade DFA's family of funds, as well as provide the lowest transaction costs among the custodians with access to DFA. No AAS products or research are used by Excel. AAS simply handles custody of client accounts as well as execution of trades. Excel receives no products or services directing client accounts to AAS. No compensation is given between AAS and Excel.

Complete amended pages in full, circle amended items and file with execution page (page 1).

Form ADV (Paper Version)

UNIFORM APPLICATION FOR INVESTMENT ADVISER REGISTRATION

STATE-REGISTERED INVESTMENT ADVISER EXECUTION PAGE

You must complete the following Execution Page to Form ADV. This execution page must be signed and attached to your initial application for state registration and all amendments to registration.

1. Appointment of Agent for Service of Process

By signing this Form ADV Execution Page, you, the undersigned adviser, irrevocably appoint the legally designated officers and their successors, of the state in which you maintain your *principal office and place of business* and any other state in which you are applying for registration or amending your registration, as your agents to receive service, and agree that such *persons* may accept service on your behalf, of any notice, subpoena, summons, *order* instituting *proceedings*, demand for arbitration, or other process or papers, and you further agree that such service may be made by registered or certified mail, in any federal or state action, administrative *proceeding* or arbitration brought against you in any place subject to the jurisdiction of the United States, if the action, *proceeding* or arbitration (a) arises out of any activity in connection with your investment advisory business that is subject to the jurisdiction of the United States, and (b) is *founded*, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these acts, or (ii) the laws of the state in which you maintain your *principal office and place of business* or of any state in which you are applying for registration, or amending your registration.

2. State-Registered Investment Adviser Affidavit

If you are subject to state regulation, by signing this Form ADV, you represent that, you are in compliance with the registration requirements of the state in which you maintain your *principal place of business* and are in compliance with the bonding, capital, and recordkeeping requirements of that state.

Signature

I, the undersigned, sign this Form ADV on behalf of, and with the authority of, the investment adviser. The investment adviser and I both certify, under penalty of perjury under the laws of the United States of America, that the information and statements made in this ADV, including exhibits and any other information submitted, are true and correct, and that I am signing this Form ADV Execution Page as a free and voluntary act. I certify that the adviser's books and records will be preserved and available for inspection as required by law. Finally, I authorize any *person* having custody or possession of these books and records to make them available to federal and state regulatory representatives.

Signature: _____ Date: _____
Printed Name: James Scott Loquai Title: Principal
Adviser CRD Number: 145301