

FORM ADV**Uniform Application for Investment Adviser Registration****Part II - Page 1****OMB APPROVAL**

OMB Number: 3235-0049
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Name of Investment Adviser:

Monarch Wealth Management LLC

Address: (Number and Street)

20 North Orange Avenue

(City)

Orlando

(State)

FL

(Zip Code)

32801

Area Code: Telephone Number:

(407) 648-5289

**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 governmental 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.**

FORM ADV**Part II - Page 2**

Applicant:

Monarch Wealth Management LLC

SEC File Number:

801-71474

Date:

08/05/2010**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. **Estimates**
(See instruction below.)**Applicant:**

- | | | | |
|-------------------------------------|-----|---|---------------|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services | <u>75%</u> |
| <input type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services | <u> </u> % |
| <input checked="" type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above | <u>5%</u> |
| <input type="checkbox"/> | (4) | Issues periodicals about securities by subscription | <u> </u> % |
| <input type="checkbox"/> | (5) | Issues special reports about securities not included in any service described above | <u> </u> % |
| <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 | <u> </u> % |
| <input checked="" type="checkbox"/> | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities | <u>5%</u> |
| <input type="checkbox"/> | (8) | Provides a timing service | <u> </u> % |
| <input checked="" type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above | <u>15%</u> |

(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 <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
|-----------|---|---|-----------------------------|

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 an investment advisory contract before its expiration date

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

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Individuals | <input checked="" type="checkbox"/> E. Trusts, estates, or charitable organizations |
| <input type="checkbox"/> B. Banks or 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).

FORM ADV**Part II - Page 3**

Applicant:

Monarch Wealth Management LLC

SEC File Number:

801- **71474**

Date:

08/05/2010**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Equity securities | <input checked="" type="checkbox"/> H. United States government securities |
| <input checked="" type="checkbox"/> (1) exchange-listed securities | |
| <input checked="" type="checkbox"/> (2) securities traded over-the-counter | I. Options contracts on: |
| <input checked="" type="checkbox"/> (3) foreign issues | |
| | <input checked="" type="checkbox"/> (1) securities |
| <input checked="" type="checkbox"/> B. Warrants | <input checked="" type="checkbox"/> (2) commodities |
| | J. Futures contracts on: |
| <input checked="" type="checkbox"/> C. Corporate debt securities
(other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| | <input type="checkbox"/> (2) intangibles |
| <input checked="" type="checkbox"/> D. Commercial paper | K. Interests in partnerships investing in: |
| | <input checked="" type="checkbox"/> (1) real estate |
| <input checked="" type="checkbox"/> E. Certificates of deposit | <input checked="" type="checkbox"/> (2) oil and gas interests |
| <input checked="" type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (3) other (explain on Schedule F) |
| G. Investment company securities: | <input checked="" type="checkbox"/> L. Other (explain on Schedule F) |
| <input checked="" type="checkbox"/> (1) variable life insurance | |
| <input checked="" type="checkbox"/> (2) variable annuities | |
| <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 type="checkbox"/> Charting | (4) <input type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input 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 checked="" 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 checked="" type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input checked="" 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).

FORM ADV**Part II - Page 4**

Applicant:

Monarch Wealth Management LLC

SEC File Number:

801-71474

Date:

08/05/2010**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 | • formal education after high school |
| • year of birth | • 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 type="checkbox"/> (3) other investment adviser | <input checked="" 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).

FORM ADV**Part II - Page 5**

Applicant:

Monarch Wealth Management LLC

SEC File Number:

801- **71474**

Date:

08/05/2010**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
<input checked="" type="checkbox"/>	<input type="checkbox"/>

(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 their 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.

Please refer to Schedule F, Item 11. A.

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

Please refer to Schedule F, Item 11. B.**Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).**

Applicant:

Monarch Wealth Management LLC

SEC File Number:

801-71474

Date:

08/05/2010

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 No

☒ ☐

(2) amount of the securities to be bought or sold ?

Yes No

☒ ☐

(3) broker or dealer to be used ?

Yes No

☐ ☒

(4) commission rates paid?

Yes No

☐ ☒

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

Yes No

☒ ☐

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 procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products 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 No

☒ ☐

B. directly or indirectly compensates any person for client referrals?

Yes No

☐ ☒

(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 No

☐ ☒

**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
Monarch Wealth Management LLC	801- 71474	08/05/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Monarch Wealth Management LLC		IRS Empl. Ident.No.: 27-2356248
Item of Form (identify)	Answer	
Item 1. D.	<p>Advisory Services and Fees</p> <p>Monarch Wealth Management LLC (hereinafter "Monarch" or the "Firm") offers personalized investment advisory services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities. The Firm's services and fee arrangements are described in the following pages.</p> <p>Monarch is a limited liability company formed under the laws of the State of Florida. Individuals associated with Monarch will provide its investment advisory services. These individuals are appropriately licensed, qualified, and/or authorized to provide advisory services on Monarch's behalf. Such individuals are known as Investment Adviser Representatives (IARs).</p> <p>Please contact Daniel DiVico, Chief Compliance Officer, if you have any questions about this Schedule F narrative. Additional information about Monarch 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 Monarch is 153863.</p> <p>Portfolio Management Services</p> <p>Monarch provides discretionary and non-discretionary continuous investment management services where the investment advice provided is custom tailored to meet the needs and investment objectives of the Client. Subject to any written guidelines, which the Client may provide, the Firm will be granted discretion and authority to manage the account. Accordingly, Monarch is authorized to perform various functions, at the Client's expense, without further approval from the Client. Such functions include the determination of the types and amounts of securities to be purchased and/or sold. Once the portfolio is constructed, Monarch provides continuous supervision and re-optimization of the portfolio as changes in market conditions and Client circumstances may require. Where the Firm enters into non-discretionary arrangements with Clients, the Firm will obtain Client approval prior to the execution of a trade.</p> <p>The annual fee for asset management services is billed quarterly in advance based on the market value of the assets on the last day of the prior quarter. Fees will be assessed pro rata in the event the asset management agreement is executed at any time other than the first day of a calendar quarter. On an annualized basis, the Firm charges a portfolio management fee of up to 1.5% of assets under management, subject to a minimum of \$1,500. Under no circumstances will the total fee charged by the Firm exceed 3% of the Client's assets under management. Portfolio management fees may be negotiable depending on factors such as the amount of assets under management, range of investments, and complexity of the Client's financial circumstances, among others. Monarch generally requires a minimum of \$250,000 to open and maintain a portfolio management account. However, this account minimum may be waived at the discretion of the Firm.</p> <p>Monarch will either invoice Clients directly for portfolio management fees, or payment of the Firm's management fees will be made by the qualified custodian holding the Client's funds and securities provided that the Client provides written authorization permitting the fees to be paid directly from their account. Monarch will not have access to Client funds for payment of fees without Client consent in writing. Further, the qualified custodian agrees to deliver an account statement directly to the Client showing all disbursements from the account on at least a quarterly basis. The Client is encouraged to review their account statements for accuracy. Monarch will receive a duplicate copy of the statement that was</p>	

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:
Monarch Wealth Management LLC	801- 71474	08/05/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Monarch Wealth Management LLC		IRS Empl. Ident.No.: 27-2356248
Item of Form (identify)	Answer	
Item 1. D. (continued)	<p>delivered to the Client.</p> <p>Monarch 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, upon 30-days written notice to the other, either party may terminate the management agreement. The management fee will be pro-rated for the quarter in which the cancellation notice was given and any unearned fees will be returned to the Client.</p> <p>Selection of Other Advisors</p> <p>Monarch may recommend that Clients utilize the services of a third party investment adviser ("TPA") to manage a portion of, or their entire portfolio. All TPAs that the Firm recommends to its Clients must either be registered as investment advisers with the Securities and Exchange Commission or with the appropriate state authority(ies).</p> <p>After gathering information about the Client's financial situation and objectives, an IAR of Monarch will make recommendations regarding the suitability of a TPA or investment style based on, but not limited to, the Client's financial needs, investment goals, tolerance for risk, and investment objectives. Upon selection of a TPA(s), Monarch will monitor the performance of the TPA(s) to ensure their performance and investment style remains aligned with the investment goals and objectives of the Client.</p> <p>Monarch will share in the fee paid by the Client to the TPA. Clients who are referred to TPAs will receive full disclosure, including services rendered and fee schedules, at the time of the referral by delivery of a copy of the relevant TPA's Form ADV Part II or equivalent disclosure document. In addition, if the investment program recommended to a Client is a wrap fee program, the Client will also receive the Schedule H or equivalent wrap fee brochure provided by the sponsor of the program. The Firm will provide to each Client all appropriate disclosure statements, including disclosure of solicitation fees paid to Monarch and its IARs.</p> <p>Fees paid by the Client to the TPA are established and payable in accordance with the Form ADV Part II or other equivalent disclosure document provided by each TPA to whom the Client is referred and these fees may or may not be negotiable. Such compensation may differ depending upon the Firm's individual agreement with each TPA. Such situations create conflicts of interests, since Monarch or its IARs may have an incentive to recommend one TPA over another TPA with whom it has less favorable, or no, compensation arrangements. The Firm adheres to high fiduciary standards, the intention of which is to protect Client interests at all times and to demonstrate its commitment to its duties of honesty, good faith and fair dealing with Clients.</p> <p>Clients may be required to sign an agreement directly with the TPA(s) selected. The Client, the Firm or the TPA, in accordance with the provisions of those agreements, may terminate the advisory relationship. If the TPA is compensated in advance, the Client will typically receive a pro rata refund of any prepaid advisory fees upon termination of an advisory agreement.</p> <p>Financial Planning Services</p> <p>Monarch provides broad-based, modular, and consultative financial planning services for a fee. Financial planning and consulting will typically involve providing a variety of services, principally advisory in nature, to individuals and businesses regarding the management of their financial resources based upon an analysis of their individual needs. An IAR of</p>	

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:
Monarch Wealth Management LLC	801- 71474	08/05/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Monarch Wealth Management LLC		IRS Empl. Ident.No.: 27-2356248
Item of Form (identify)	Answer	
Item 1. D. (continued)	<p>Monarch will first conduct a complimentary initial consultation. After the initial consultation, if the Client decides to engage Monarch for financial planning services, an IAR will conduct follow up meetings as necessary, during which pertinent information about the Client's financial circumstances and objectives is collected. Once such information has been reviewed and analyzed, a financial plan – designed to achieve the Client's stated financial goals and objectives – may be presented to the Client.</p> <p>Monarch charges a fixed fee that ranges from \$1,000.00 to \$5,000.00, or an hourly fee of \$250.00 for financial planning services. <i>In limited circumstances</i>, the total cost could potentially exceed \$5,000.00. In such cases, Monarch will notify the Client and may request that the Client pay an additional fee. When the scope of the financial planning services has been agreed upon, a determination will be made as to the applicable fee. The final fee shall be directly dependent upon the facts and circumstances of the Client's financial situation and the complexity of the financial plan or service requested. An estimate of the total cost will be determined at the start of the advisory relationship. Monarch's negotiable financial planning fees are payable upon completion of the contracted services.</p> <p>Clients may act on the Firm's recommendations by placing securities transactions with any brokerage firm the Client chooses. The Client is under no obligation to act on the Firm's financial planning recommendations. Moreover, if the Client elects to act on any of the recommendations, the Client is under no obligation to implement the financial plan through Monarch.</p> <p>Financial plans are based on the Client's financial situation at the time the plan is presented and on financial information disclosed by the Client to Monarch. Clients are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. Past performance is in no way an indication of future results. Monarch cannot offer any guarantees or promises that the Client's financial goals and objectives will be met. As the Client's financial situation, goals, objectives, or needs change, the Client must notify Monarch promptly.</p> <p>Monarch or the Client may terminate the financial planning agreement within five days of the date of acceptance without penalty to the Client. After the five-day period, upon 30-days written notice to the other, either party may terminate the agreement. Refunds are not applicable since fees are payable in arrears.</p> <p>General Information on Advisory Services and Fees 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>Monarch 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 Monarch may involve investment in mutual funds. Clients are hereby advised that all fees paid to Monarch 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. Monarch does not share in any portion of the brokerage</p>	

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:
Monarch Wealth Management LLC	801- 71474	08/05/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Monarch Wealth Management LLC		IRS Empl. Ident.No.: 27-2356248
Item of Form (identify)	Answer	
	fees/transaction charges imposed by the custodian holding the Client funds or securities. The Client should review all fees charged by mutual funds, Monarch, and others to fully understand the total amount of fees to be paid by the Client.	
Item 3. L.	Types of Investments Clients of Monarch may be advised to invest in various investment related limited partnerships. Monarch 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. Monarch may also provide advice on any type of investment held in a Client's portfolio at the inception of the advisory relationship or on any investment on which the Client requests advice.	
Item 5.	Education and Business Standards IARs of Monarch must meet all examination or experience requirements of the states and/or jurisdictions in which the IAR provides advisory services.	
Item 6.	Education and Business Background Seth D. Ellis, CPA <i>Year of Birth: 1955</i> <i>Formal Education after High School:</i> <ul style="list-style-type: none"> University of Florida, Bachelors Degree, Accounting, 1980. <i>Business Background for the Previous Five Years:</i> <ul style="list-style-type: none"> Monarch Wealth Management, LLC, Managing Member, 04/2010 to Present. Florida Mezzanine Fund, LLLP, General Partner, 01/2007 to Present. Attraction Concepts, COO, 01/2007 to Present. RWE Private Wealth LLC, Managing Partner, 04/2009 to 05/2010. Digital Infrared Imaging, LLC, President, 01/2001 to 01/2007. Daniel G. DiVico <i>Year of Birth: 1985</i> <i>Formal Education after High School:</i> <ul style="list-style-type: none"> University of Florida, Bachelors Degree, Finance, 2007. <i>Business Background for the Previous Five Years:</i> <ul style="list-style-type: none"> Monarch Wealth Management, LLC, Chief Compliance Officer, 04/2010 to Present. Fidelity Investments, Senior Financial Representative, 06/2007 to 01/2010. 	
Item 7. C.	Other Financial Industry Activities or Affiliations/Participation or Interest in Client Transactions Seth Ellis, Managing Member, is involved in various non-securities related outside businesses as an investor and/or officer. This includes investments in Attraction Concepts and National Museum of Crime and Punishment, LLC. Clients may be solicited, but are under no obligation, to invest in such entities.	
Item 8. C. (9)	Seth Ellis, Managing Member has an ownership interest in Monarch Advisory Services LLC and Monarch Advisory Services-US LLC. Both entities are licensed insurance brokerage firms with the State of Florida. As such, IARs of Monarch may be licensed to sell insurance products through Monarch Advisory Services LLC and/or Monarch Advisory Services-US LLC and may receive normal and customary commissions for such transactions. The compensation received by IARs in their separate capacity as insurance agents is separate and distinct from the advisory fees charged by Monarch for portfolio management services.	
Item 8. D. Item 9. D.	Seth Ellis, Managing Member, is also a Managing Member of Ellis Morgan, LLC, the	

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:
Monarch Wealth Management LLC	801- 71474	08/05/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Monarch Wealth Management LLC		IRS Empl. Ident.No.: 27-2356248
Item of Form (identify)	Answer	
Item 9. E.	<p>General Partner of Florida Mezzanine Fund, LLLP, a Florida based limited liability limited partnership engaging in investments in mezzanine financing and other business endeavors. Occasionally, Monarch may recommend that Clients invest in Florida Mezzanine Fund, LLLP. Clients are under no obligation to follow such recommendations and may invest in the investment fund of their choosing.</p> <p>The compensation received by Mr. Ellis in his capacities at Florida Mezzanine Fund, LLLP, is separate and distinct from the advisory fees charged by Monarch for portfolio management services. Monarch will not include the value of Client's investments in the Fund when charging its portfolio management fee to Clients. Clients should refer to the offering documents of the Fund for a complete description of the investment objectives, risks, conflicts of interest and other relevant information pertaining to the Florida Mezzanine Fund, LLLP.</p> <p>Mr. Ellis spends about 50% of his professional time in outside business activities.</p> <p>Monarch has adopted a Code of Ethics, the full text of which is available to Clients and prospective Clients upon request. Monarch has several goals in adopting this Code. First, the Firm desires to comply with all applicable laws and regulations governing its practice. The management of Monarch has determined to set forth guidelines for professional standards, under which all associated persons of Monarch are to conduct themselves. Monarch 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. In addition, Monarch maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by Monarch or any person associated with the Firm.</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 Gramm-Leach-Bliley Act, the Firm has instituted policies and procedures to ensure that customer information is kept private and secure.</p> <p>The Firm does not disclose any nonpublic personal information about its customers or former customers to any non-affiliated third parties, except as permitted by law. In the course of servicing a Client's account, the Firm may share some information with its service providers, such as transfer agents, custodians and broker-dealers. The Firm may also share non-public information with affiliated accounting Firms and law Firm as permitted by Clients.</p> <p>The Firm restricts internal access to nonpublic personal information about the Client to those employees who need to know that information in order to provide products or services to the Client. As emphasized above, it has always been and will always be the Firm 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> <p>A copy of the Firm privacy policy notice will be provided to each Client prior to, or contemporaneously with, the execution of the advisory agreement. Thereafter, the Firm will deliver a copy of the current privacy policy notice to its Clients on an annual basis.</p>	

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:
Monarch Wealth Management LLC	801- 71474	08/05/2010

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Monarch Wealth Management LLC		IRS Empl. Ident.No.: 27-2356248
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Item 10.	<p>Conditions for Managing Accounts</p> <p>Monarch generally imposes a minimum of \$250,000 to open and maintain a portfolio management account. However, this account minimum may be waived at the discretion of Monarch if, for example, the Client appears to have significant potential for increasing assets under management. Also in its discretion, Monarch may combine household Client accounts to meet the stated minimum.</p>	
Item 11. A. B.	<p>Review of Accounts/ Reports to Clients</p> <p>Seth Ellis, Managing Member and Daniel DiVico, Chief Compliance Officer of Monarch monitors Client accounts on a continuous basis and conducts formal reviews at least annually. Additional reviews may be offered in certain circumstances. Triggering factors that may stimulate additional reviews include, but are not limited to, changes in economic conditions, changes in the Client's financial situation or investment objectives, or a Client's request.</p> <p>The custodian holding the Client's funds and securities will send the Client a brokerage statement at least quarterly.</p>	
Item 12. A. (1), (2)	<p>Investment or Brokerage Discretion</p> <p>Clients grant Monarch discretion over the selection of and the amount of securities to be bought or sold for their account without obtaining their prior consent or approval. However, the Firm's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the Client. For example, a Client may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry.</p>	
Item 12. B.	<p>Suggestion of Brokers</p> <p>Monarch will generally recommend that a Client in need of brokerage and custodial services utilize Raymond James Financial Services, Inc. (RJFS), a FINRA member. RJFS provides the Firm with access to its institutional trading and operations services, which typically are not available to RJFS retail customers. These services are generally available, without cost, to financial advisory firms who maintain a minimum threshold of Client assets with RJFS.</p> <p>Except as otherwise provided, RJFS's responsibility is limited to executing transactions pursuant to the direction of the Firm. RJFS has not assisted in the selection of the Firm and the client has the sole and exclusive responsibility for the selection of the Firm. The client agrees that the Firm is solely responsible for the management of the client's portfolio. Client has authorized the Firm as its agent and attorney-in-fact to buy and sell securities or other investments for the account, or to engage other investment advisers, including those affiliated with RJFS, and that any engagement is solely at the direction of the Firm as the Firm deems appropriate.</p> <p>Raymond James & Associates, Inc.'s (RJA), a corporate affiliate of RJFS and member of the New York Stock Exchange and the Securities Investor Protection Corporation, acts as the clearing agent in the execution of securities transactions placed through RJFS. The Firm has retained and will compensate RJFS and or RJA to provide various administrative services which include determining the fair market value of assets held in the account at least quarterly and producing a brokerage statement and performance reporting for Client detailing account assets, account transactions, receipt and disbursement of funds, interest</p>	

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Item 13. A.	<p>and dividends received, and account gain or loss by security as well as for the total account.</p> <p>Additional Compensation Services provided by RJFS to financial advisory firms include research (including mutual fund research, third-party research, and Raymond James & Associates, Inc.'s (RJA) proprietary research), brokerage, custody, and access to mutual funds and other investments that are available only to institutional investors or would require a significantly higher minimum initial investment. In addition, RJFS makes available software and other technologies that provide access to Client account data (such as trade confirmations and account statements), facilitate trade execution, provide research, pricing information, quotation services, and other market data, assist with contact management, facilitate payment of fees to the Firm from Client accounts, assist with performance reporting, facilitate trade allocation, and assist with back-office support, record-keeping, and Client reporting. RJFS also provides access to financial planning software, practice management consulting support, best execution assistance, consolidated statements assistance, educational and industry conferences, marketing and educational materials, technological and information technology support, and RJFS corporate discounts. Many of these services may be used to service all or a substantial number of the Firms' accounts, including accounts not maintained at RJFS.</p> <p>RJFS may also provide the Firm with other services intended to help the Firm manage and further develop its business enterprise, including assistance in the following areas: consulting, publications and presentations, information technology, business succession, and marketing. In addition, RJFS may make available or arrange and/or pay for these types of services provided by independent third parties, including regulatory compliance.</p> <p>RJFS is recognized as a full-service registered broker-dealer and registered investment adviser. The Firm has no <u>formal</u> relationship with RJFS for Client referrals and receives no compensation from RJFS (other than the services and arrangements described herein) for accounts opened by Firm Clients. On an informal basis, RJFS occasionally may make referrals to the Firm as a courtesy or accommodation. Nothing of value, monetary or otherwise, is given, paid, or received in exchange for such referrals.</p> <p>Associated persons of Monarch may also be licensed as independent insurance agents. As such, associated persons can effect transactions in insurance products—including, but not limited to, health, disability, and long-term care products—from a variety of product sponsors. In rendering such independent services, associated persons can earn additional compensation in the form of commissions. Clients are informed that they are under no obligation to transact insurance business through associated persons of Monarch in their capacity as licensed insurance agents.</p> <p>As part of its fiduciary duties to Clients, Monarch endeavors at all times to put the interests of its advisory Clients first. However, Clients should be aware that the receipt of economic benefits by Monarch or its related persons in and of itself creates a potential conflict of interest.</p> <p>Miscellaneous <i>Proxy Voting</i> Monarch will not vote proxies on behalf of Client accounts. Although on rare occasions and only at the Client's request, Monarch may offer Clients advice regarding corporate actions</p>	

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

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