

This brochure supplement provides information about Bradford J. Pinter that supplements the Advisory Alpha, LLC brochure. You should have received a copy of that brochure. Please contact Bradford J. Pinter, Investment Adviser Representative if you did not receive Advisory Alpha, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Bradford J. Pinter is also available on the SEC's website at www.adviserinfo.sec.gov.

Advisory Alpha, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Bradford J. Pinter

Personal CRD Number: 2636447

Investment Adviser Representative

Advisory Alpha, LLC
80 Ottawa Ave NW, Suite 425
Grand Rapids, MI 49503
(855) 530-0500
bpinter@globalgroupfs.com

UPDATED: 1/17/2012

Item 2: Educational Background and Business Experience

Name: **Bradford J. Pinter**

Born: 1968

Education Background and Professional Designations:

Education:

BA Liberal Arts/Business, Michigan State University - 1990
MBA Finance, University of Detroit- 2000

Designations:

ChFC®- Chartered Financial Consultant®

ChFC® MINIMUM QUALIFICATIONS:

- o Bachelor's degree or its equivalent, in any discipline, from an accredited university, this qualifies as one year of business experience
- o Three years of full-time business experience is required; this three-year period must be within the five years preceding the date of the award (part-time qualifying business experience is also credited toward the three-year requirement with 2,000 hours representing the equivalent of one year full-time experience).
- o Must fulfill the ChFC® seven course curriculum, as well as two additional elective courses
- o Pass the exams for all required and elective courses
- o Pass a background check and candidate fitness standards test. You must reveal any criminal history, pending litigation or ethical violations. The CFP board verifies all employment history, qualifications and disciplinary issues via FINRA's Central Registration Depository.

CRPS® - Chartered Retirement Plans Specialist

CRPS MINIMUM REQUIREMENTS:

- o Successfully complete the program;
- o Pass the final examination; and
- o 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
- o 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:
 - o Completing 16 hours of continuing education;
 - o 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
 - o Paying a biennial renewal fee

AIF® - Accredited Investment Fiduciary

AIF MINIMUM QUALIFICATIONS:

- 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

Business Background:

09/2011 - Present	Investment Adviser Representative Advisory Alpha, LLC
05/2010 - Present	Investment Adviser Representative American Portfolios Advisors
05/2010 - Present	Registered Representative American Portfolios Financial Services, Inc.
06/2004 - 04/2010	Registered Representative Princor Financial Services
3/1995 - 4/2004	President PFM 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

Bradford J. Pinter is an investment adviser representative of American Portfolios Advisors and a registered representative of American Portfolios Financial Services, Inc. From time to time, he will offer clients advice or products from those activities. Advisory Alpha, LLC always acts in the best interest of the client. Clients are in no way required to implement the plan through any representative of Advisory Alpha, LLC in their capacity as a registered representative or an investment adviser representative.

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, Bradford J. Pinter does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Advisory Alpha, LLC.

Item 6: Supervision

As a representative of Advisory Alpha, LLC, Bradford J. Pinter works closely with the supervisor, Steve Mark Osterink, Jr., and all advice provided to clients is reviewed by the supervisor prior to implementation. Bradford J. Pinter's contact information is on the cover page of this disclosure document.