

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

Name of Investment Adviser: Johnson Custom Strategies, Inc.				
Address: (Number and Street) 640 West Putnam Avenue	(City) Greenwich	(State) CT	(Zip Code) 06830	Area Code: Telephone Number: (203) 661-1310

**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:

Johnson Custom Strategies, Inc.

SEC File Number:

801-41621

Date:

03/09/2010**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.
(See instruction below.)**Applicant:**

- | | | | |
|-------------------------------------|-----|---|------------|
| <input type="checkbox"/> | (1) | Provides investment supervisory services | _____ % |
| <input checked="" type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services | 33% |
| <input checked="" type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above | 67% |
| <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 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:

Johnson Custom Strategies, Inc.

SEC File Number:

801- 41621

Date:

03/09/2010**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

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

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 checked="" type="checkbox"/> Other (explain on Schedule F) |
| (3) <input 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 type="checkbox"/> Research materials prepared by others | (7) <input type="checkbox"/> Company press releases |
| (4) <input type="checkbox"/> Corporate rating services | (8) <input checked="" 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 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 checked="" 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:

Johnson Custom Strategies, Inc.

SEC File Number:

801-41621

Date:

03/09/2010**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 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:

Johnson Custom Strategies, Inc.

SEC File Number:

801- 41621

Date:

03/09/2010
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.)

- 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 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.

Review of investment advisory accounts occurs at any time that a purchase or sale transaction or manager change occurs, but at least monthly. Accounts are monitored on the basis of asset allocation and the performance of individual investment managers including separate accounts, mutual funds, exchange traded funds and limited partnership interests. In addition to ongoing monitoring, institutional clients may elect to subscribe to attribution analysis and portfolio holdings reports provided by outside services such as Bank of NY Mellon Analytics or the client's custodian's analytics. On a quarterly basis Mary Ann Johnson, President and Kwok Eng, Director of Research, review all accounts for adherence to asset allocation policies and investment guidelines. In the event of unusual events and/or market activity, performance of non-discretionary investment advisory accounts may be calculated intra-month. The firm's senior executive monitors performance relative to client specific guidelines and is responsible for overseeing the preparation of quarterly client performance reports.

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

Clients receive either monthly or quarterly reports. Reports are custom designed to suit each client but generally include asset allocation versus policy allocation 9s of the most recent reporting date and investment performance on a monthly, quarterly, year-to-date, one year, three year, five year and inception to date basis. A detailed review of the economic and market environment, investment results and a description of the results relative to the economic framework is provided. In addition to investment performance, clients may receive a quarterly written analysis of their portfolio and comparisons of their performance versus custom benchmarks and peer manager universes.

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

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Applicant:

Johnson Custom Strategies, Inc.

SEC File Number:

801-41621

Date:

03/09/2010**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; 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

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

FORM ADV
Schedule D
Page 1 of 5

Your Name: Johnson Custom Strategies, Inc. SEC File No.: 801- 41621
Date: 03/09/20109 CRD No.: 106290

Certain items in Part 1A of Form ADV require additional information on Schedule D. Use this Schedule D Page 1 to report details for items listed below. Report only new information or changes/updates to previously submitted information. Do not repeat previously submitted information.

This is an ☐ INITIAL or ☒ AMENDED Schedule D Page 1.

SECTION 1.B. Other Business Names

List your other business names and the jurisdictions in which you use them. You must complete a separate Schedule D for each business name.

Check only one box: ☐ Add ☐ Delete ☐ Amend

Name _____ Jurisdiction _____

SECTION 1.F. Other Offices

Complete the following information for each office, other than your *principal office and place of business*, at which you conduct investment advisory business. You must complete a separate Schedule D Page 1 for each location. If you are applying for registration, or are registered, only with the SEC, list only the largest five (in terms of numbers of employees).

Check only one box: ☐ Add ☐ Delete

(number and street)

(city) (state/country) (zip + 4/postal code)

If this address is a private residence, check this box: ☐

(area code) (telephone number) (area code) (facsimile number)

SECTION 1.I. World Wide Web Site Addresses

List your World Wide Web site addresses. You must complete a separate Schedule D for each World Wide Web site address.

Check only one box: ☒ Add ☐ Delete

World Wide Web Site Address: customstrategies.com

SECTION 1.K. Location of Books and Records

Complete the following information for each location at which you keep your books and records, other than your *principal office and place of business*. You must complete a separate Schedule D Page 1 for each location.

Check only one box: ☐ Add ☐ Delete ☐ Amend

Name of entity where books and records are kept: _____

(number and street)

(city) (state/country) (zip + 4/postal code)

If this address is a private residence, check this box: ☐

(area code) (telephone number) (area code) (facsimile number)

This is (check one):
☐ one of your branch offices or affiliates.
☐ a third-party unaffiliated recordkeeper.
☐ other.

Briefly describe the books and records kept at this location. _____

FORM ADV
Schedule D
Page 2 of 5

Your Name: **Johnson Custom Strategies, Inc.**

SEC File No.: 801- **41621**

Date: **03/0910009**

CRD No.: **106290**

Use this Schedule D Page 2 to report details for items listed below. Report only new information or changes/updates to previously submitted information. Do not repeat previously submitted information.

This is an ☐ INITIAL or ☒ AMENDED Schedule D Page 2.

SECTION 1.L. Registration with *Foreign Financial Regulatory Authorities*

List the name, in English, of each *foreign financial regulatory authority* and country with which you are registered. You must complete a separate Schedule D Page 2 for each *foreign financial regulatory authority* with whom you are registered.

Check only one box: ☐ Add ☐ Delete

English Name of *Foreign Financial Regulatory Authority* _____

Name of Country _____

SECTION 2.A(7) Affiliated Adviser

If you are relying on the exemption in rule 203A-2(c) from the prohibition on registration because you *control*, are *controlled* by, or are under common *control* with an investment adviser that is registered with the SEC and your *principal office and place of business* is the same as that of the registered adviser, provide the following information:

Name of Registered Investment Adviser _____

CRD Number of Registered Investment Adviser (if any) _____

SEC Number of Registered Investment Adviser 801- _____

SECTION 2.A(8) Newly Formed Adviser

If you are relying on rule 203A-2(d), the newly formed adviser exemption from the prohibition on registration, you are required to make certain representations about your eligibility for SEC registration. By checking the appropriate boxes, you will be deemed to have made the required representations. You must make both of these representations:

- ☐ I am not registered or required to be registered with the SEC or a state securities authority and I have a reasonable expectation that I will be eligible to register with the SEC within 120 days after the date my registration with the SEC becomes effective.
- ☐ I undertake to withdraw from SEC registration if, on the 120th day after my registration with the SEC becomes effective, I would be prohibited by Section 203A(a) of the Advisers Act from registering with the SEC.

SECTION 2.A(9) Multi-State Adviser

If you are relying on rule 203A-2(e), the multi-state adviser exemption from prohibition on registration, you are required to make certain representations about your eligibility for SEC registration. By checking the appropriate boxes, you will be deemed to have made the required representations.

If you are applying for registration as an investment adviser with the SEC, you must make both of these representations:

- ☐ I have reviewed the applicable state and federal laws and have concluded that I am required by the laws of 30 or more states to register as an investment adviser with the securities authorities in those states.
- ☐ I undertake to withdraw from SEC registration if I file an amendment to this registration indicating that I would be required by the laws of fewer than 25 states to register as an investment adviser with the securities authorities of those states.

If you are submitting your *annual updating amendment*, you must make this representation:

- ☐ Within 90 days prior to the date of filing this amendment, I have reviewed the applicable state and federal laws and have concluded that I am required by the laws of at least 25 states to register as an investment adviser with the securities authorities in those states.

FORM ADV
Schedule D
Page 3 of 5

Your Name: Johnson Custom Strategies, Inc. SEC File No.: 801- 41621
Date: 03/09/2010 CRD No.: 106290

Use this Schedule D Page 3 to report details for items listed below. Report only new information or changes/updates to previously submitted information. Do not repeat previously submitted information.

This is an ☐ INITIAL or ☒ AMENDED Schedule D Page 3.

SECTION 2.A(10) SEC Exemptive Order

If you are relying upon an SEC order exempting you from the prohibition on registration, provide the following information:

Application Number: 803- _____ Date of order: _____
(mm/dd/yyyy)

SECTION 4 Successions

Complete the following information if you are succeeding to the business of a currently-registered investment adviser. If you acquired more than one firm in the succession you are reporting on this Form ADV, you must complete a separate Schedule D Page 3 for each acquired firm. See Part 1A Instruction 4.

Name of Acquired Firm _____

Acquired Firm's SEC File No. (if any) 801- _____ Acquired Firm's CRD Number (if any) _____

SECTION 5.I(2) Wrap Fee Programs

If you are a portfolio manager for one or more *wrap fee programs*, list the name of each program and its *sponsor*. You must complete a separate Schedule D Page 3 for each *wrap fee program* for which you are a portfolio manager.

Check only one box: ☐ Add ☐ Delete ☐ Amend

Name of Wrap Fee Program _____

Name of Sponsor _____

SECTION 6.B. Description of Primary Business

Describe your primary business (not your investment advisory business): _____

SECTION 7.A. Affiliated Advisers

Complete the following information for each adviser with whom you are affiliated. You must complete a separate Schedule D Page 3 for each affiliated adviser.

Check only one box: ☐ Add ☐ Delete ☐ Amend

Legal Name of Affiliated Adviser: _____

Primary Business Name of Affiliated Adviser: _____

Affiliated Adviser's SEC File Number (if any) 801- _____ Affiliated Adviser's CRD Number (if any): _____

FORM ADV
Schedule D
Page 4 of 5

Your Name: Johnson Custom Strategies, Inc. SEC File No.: 801- 41621
Date: 03/09/2010 CRD No.: 106290

Use this Schedule D Page 4 to report details for items listed below. Report only new information or changes/updates to previously submitted information. Do not repeat previously submitted information.

This is an ☐ INITIAL or ☒ AMENDED Schedule D Page 4.

SECTION 7.B. Limited Partnership Participation

You must complete a separate Schedule D Page 4 for each limited partnership in which you or a *related person* is a general partner and each limited liability company for which you or a *related person* is a manager.

Check only one box: ☐ Add ☐ Delete ☐ Amend

Name of Limited Partnership or Limited Liability Company: _____

Are your *clients* solicited to invest in the limited partnership or limited liability company? ☐ yes ☐ no

Approximately what percentage of your *clients* have invested in this limited partnership or limited liability company? 0 %

Minimum investment commitment required of a limited partner or member: \$ _____

Current value of the total assets of the limited partnership or limited liability company: \$ _____

SECTION 10 Control Persons

You must complete a separate Schedule D Page 4 for each *control person* not named in Item 1.A. or Schedules A, B, or C that directly or indirectly *controls* your management or policies.

Check only one box: ☐ Add ☐ Delete ☒ Amend

Firm or Organization Name Johnson Custom Strategies, Inc.

CRD Number (if any) 106290 Effective Date 05/28/1992 Termination Date _____
mm/dd/yyyy mm/dd/yyyy

Business Address:

640 West Putnam Avenue

(number and street)

Greenwich

CT

06830

(city)

(state/country)

(zip+4/postal code)

If this address is a private residence, check this box: ☐

Individual Name (if applicable) (Last, First, Middle) Johnson, Mary Ann

CRD Number (if any) _____ Effective Date 05/28/1992 Termination Date _____
mm/dd/yyyy mm/dd/yyyy

Business Address:

403 Fairway Green

(number and street)

Mamaroneck

NY

10543

(city)

(state/country)

(zip+4/postal code)

If this address is a private residence, check this box: ☒

Briefly describe the nature of the *control*:

Mary Ann Johnson is President of Johnson Custom Strategies, Inc. and is responsible for all decisions regarding client recommendations.

FORM ADV
Schedule D
Page 5 of 5

Your Name: Johnson Custom Strategies, Inc. SEC File No.: 801- 41621
Date: 03/09/2010 CRD No.: 106290

Use this Schedule D Page 5 to report details for items listed below. Report only new information or changes/updates to previously submitted information. Do not repeat previously submitted information.

This is an ☐ INITIAL or ☒ AMENDED Schedule D Page 5.

Miscellaneous

You may use the space below to explain a response to an Item or to provide any other information.

**Schedule F of
Form ADV****Continuation Sheet for Form ADV Part II**

Applicant:	SEC File Number:	Date:
Johnson Custom Strategies, Inc.	801- 41621	03/09/2010

(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 I of Form ADV: Johnson Custom Strategies, Inc.	IRS Empl. Ident. No.: 06-1346175
Item of Form (identify)	Answer	
Schedule F		
Item 1A (2)	<p>Johnson Custom Strategies, Inc., ("JCS" or the "Advisor") acts as a non-discretionary investment advisor to individuals. JCS assists clients with the development of investment policies and objectives and recommends investment managers, primarily through the selection of mutual funds, Exchange Traded Funds (ETFs) and private investment partnerships. If equity securities are included in a portfolio when JCS is retained, JCS will either recommend they be sold with proceeds reinvested in mutual funds, Exchange Traded index Funds or private partnerships. JCS may assist the client in monitoring individual securities transferred into the account if the client so directs. Compensation for non-discretionary investment advisory is asset based on a declining scale that begins at 1.0% annually. Fees are charged quarterly in arrears, based on the quarter's ending market value. Fees may be negotiated with consideration given to multiple relationships. Non-discretionary investment advisory contracts may be terminated by either party with thirty days prior written notice.</p>	
Item 1A(3)	<p>JCS is a professional consulting firm which offers investment consulting services to pension and defined contribution plans, foundations, associations and high net worth individuals. The firm assists clients in the development of investment strategies including asset allocation, and the design, implementation and monitoring of investment programs tailored to meet client objectives. JCS's consulting activities include assisting and advising clients with regard to developing investment policies, objectives and investment manager selection and monitoring. Compensation for consulting services is based on the time and complexity of the services provided to the client on an annual fixed retainer or asset based fee. Fees are negotiated between JCS and its clients. Consulting contracts extend for a specified period agreed upon with each consulting client.</p>	
Item 1D	<p>Fees for consulting services are negotiated with each client based on an assessment of the time and complexity of the assignment with the recommended fee schedule of 15 basis points on the first \$50 million and 7 basis points from \$50 million to \$100 million. The minimum annual pension consulting retainer is \$60,000. The minimum project fee is \$30,000. Consulting clients are billed quarterly in advance. Retainer based clients may be billed for out-of-pocket expenses which relate to travel expenses directly attributable to that client. Fees are negotiated between JCS and its clients.</p> <p>For its services as a non-discretionary investment advisor to individuals, JCS receives an annual asset based fee of: 1.0% of the first \$10 million; 0.5 of 1% on the next \$10 million; 0.25 of 1% over \$20 million. Fees are payable quarterly in arrears. JCS's fee may be negotiated based on asset size, complexity and related individuals under the umbrella of one group.</p> <p>JCS reserves the right to negotiate fees at its discretion.</p> <p>Consulting contracts are for a fixed duration agreed upon with the client. Investment management agreements may be terminated by either party upon thirty days' written notice. Fees paid in advance will be prorated to the date of termination and any unearned portion thereof will be refunded.</p> <p>JCS also provides consulting services to foundations and associations.</p> <p>Acting in a consulting capacity, JCS offers advice regarding private limited partnerships, or hedge</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:
Johnson Custom Strategies, Inc.	801- 41621	03/09/2010

(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 I of Form ADV: Johnson Custom Strategies, Inc.		IRS Empl. Ident. No.: 06-1346175
Item of Form (identify)	Answer	
	<p>funds. In the case of individual accounts, JCS works within specific guidelines which have been developed by the client and JCS in accordance with policies established by the client.</p> <p>JCS recommends registered investment advisors, bank and insurance company commingled funds, registered mutual funds, exchange traded funds and private limited partnerships to its clients. The firm is research-oriented focusing on identifying the most appropriate investment managers to achieve client objectives. The firm continually evaluates independent investment management organizations, collective funds, mutual funds and limited partnerships through visits with each organization, reviewing in detail the philosophy, investment professionals, decision-making process and performance of the organization and investment products offered.</p>	
Item 3K(3)	<p>In addition to independent investment managers overseeing separate accounts, JCS researches and recommends limited partnerships that invest in publicly traded securities. JCS does not recommend real estate, private equity, venture capital or oil and gas partnerships.</p>	
Item 4A(5) Item 4B(8)	<p>JCS utilizes performance measurement publications, data bases, and other surveys of investment managers such as newspapers, and other business journals and information sources. JCS purchases manager data bases that include information on over 4,000 investment products. Data includes information relating to assets under management, personnel, security characteristics, portfolio characteristics and past performance. Additionally, JCS maintains proprietary data on performance of selected investment managers. New investment managers are identified for research through publications such as the Wall Street Journal, Morningstar, Barron's Magazine, Pension & Investments Magazine, Business Week, The Financial Times, and other industry specific publications, etc. Investment organizations are continually referred to the firm through our clients and by other investment managers and contacts in the financial services industry.</p>	
Item 4C (7)	<p>JCS assists clients in the development and design of their investment programs. Investment strategies are determined by a thorough analysis of the long-term investment objectives of the client and the client's risk tolerance. Investment managers of separate accounts, mutual funds, and investments in Exchange Traded Funds that represent certain index funds, are recommended if they meet pre-determined criteria established for each client or investment program. Specific criteria may differ for each client but would include a thorough analysis of the key investment professionals, investment style, decision-making process, assets under management and past performance. The criteria involved in terminating an investment manager or selling a security includes organization changes, alterations in the investment philosophy or decision-making process, consistency in implementing the investment strategy and performance.</p>	
Item 5	<p>Education and Business Standards</p> <p>JCS requires that any person given investment research or portfolio responsibilities will have completed at least a four year college degree. Graduate studies in business, economics or finance are preferred though not mandatory. Involvement at the decision-making level requires that an employee have a senior level position at an investment organization for a period of at least five years. Accreditation as a Chartered Financial Analyst (CFA) is preferred for research analysts.</p>	
Item 6	<p>Mary Ann Johnson provides advice to clients. Ms. Johnson was born in 1945 and graduated from the University of Redlands, Redlands, CA in 1967. She has been president of Johnson Custom Strategies since its founding in 1992 was Managing Director of Whitehead/Sterling from 1990 to 1992, President of Tremont Partners 1989-1990, Senior Partner Berg Fiduciary Consulting, 1988-1989 and Principal Rogers Casey & Barksdale, Inc. 1980-1987.</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:
Johnson Custom Strategies, Inc.	801- 41621	03/09/2010

(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 I of Form ADV: Johnson Custom Strategies, Inc.	IRS Empl. Ident. No.: 06-1346175
Item of Form (identify)	Answer
Item 9 (E)	Certain employees of JCS may purchase or sell mutual fund shares, exchange traded funds or other exchange traded securities recommended to clients or may invest in Partnerships. Where appropriate Mary Ann Johnson, as Compliance Officer, will review employee transactions in such securities.
Item 10	JCS requires a minimum annual retainer fee of \$60,000 for consulting and \$30,000 for project assignments for institutional tax exempt defined benefit and defined contribution plans. These are standard fees, subject to negotiation. The firm does not have a stated minimum asset size for non-discretionary investment advisory services but may elect to not accept accounts under \$3 million in assets at its sole discretion.
Item 12A (4)	For consulting clients that retain separate account managers, JCS has no ability to determine any commission rates paid. For non-discretionary investment advisory clients, commission rates are set based on where assets are custodied. JCS has established a relationship with Charles Schwab & Co. whereby JCS is a member of its institutional platform allowing all clients benefit through access to the lowest cost investments based on JCS's aggregate assets. Non-discretionary investment advisory clients are informed of the cost benefits accrued to them if they decide to custody assets at Charles Schwab & Co., but JCS has no control over where clients decide to custody assets.
Item 12B	Some JCS consulting clients ask JCS to assist them in the identification and selection of a master trustee/custodian for pension and/or profit sharing assets. In such instances, JCS will conduct a search of master trust/custodian organizations. JCS never recommends brokers to consulting clients or the separate account managers they retain. If non-discretionary investment advisory clients request assistance in the selection of a custodian or broker-dealer, JCS generally refers clients to Charles Schwab & Co. due to the high quality of their on-line service, access to the majority of no-load mutual funds and low commission charges. If advisory clients indicate they are using a custodian or broker-dealer of their own choosing, JCS will, when necessary, advise such clients that they may or may not receive best execution or have access to the lowest cost investments. JCS does not receive any products, research reports, publications or other services from broker-dealers and does not receive commission rebates to purchase equipment or services or funds.
Item 13B	JCS compensates for referrals of clients to the firm. Referral fees are negotiated. The client, as a result of such referral compensation arrangements, incurs no additional costs or expenses. All such compensation will be fully disclosed to each client consistent with applicable law. The client as a result of any such compensation arrangements will incur no additional costs or expenses. All such referral activities are conducted in accordance with Rule 206(4)-3 under the Investment Advisors Act of 1940, as amended. JCS has in place a written Code of Ethics binding all directors, officers and employees of the Company as well as written procedures required under Section 204A of the Advisers Act to prevent the use by employees of insider information.

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