

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

|   |                                       |                            |
|---|---------------------------------------|----------------------------|
| Applicant:<br><b>Fulcrum Advisory Services, Inc.</b><br><b>CRD # 131777</b> | SEC File Number:<br><b>801- 65303</b> | Date:<br><b>09-08-2009</b> |
|---|---------------------------------------|----------------------------|

(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:<br><b>Fulcrum Advisory Services, Inc.</b> | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
| Item of Form<br>(identify)  | Answer                                     |

|        |   |
|--------|---|
| Item 1 | <p><b>Wrap Program Sponsor</b></p> <p>Lockwood Advisors, Inc. (“Lockwood”) is a registered investment adviser that specializes in providing managed account solutions to sponsors of wrap programs, investment management firms, and financial services firms, enabling such companies to offer managed account services to their clients. Fulcrum Advisory Services, Inc. (“FAS”) makes the technology platform offered by the Pershing Managed Account Solutions division of Pershing LLC, a BNY Mellon Company, (“Pershing”), an affiliate of Lockwood, available to its clients. FAS acknowledges that it is a sponsor of a wrap fee program as defined by the Investment Advisers Act of 1940, as amended.</p> <p>Through the technology platform offered by Pershing, FAS has access to individual account managers and unified managed accounts and the discretionary investment advisory services that those managers offer. FAS acknowledges and accepts its fiduciary responsibility to each client and its duty to determine whether a managed account is a suitable vehicle for each client and whether the portfolio managers selected are suitable for each client considering such factors as the client’s risk tolerance and investment objectives. FAS’s advisory representatives will assist suitable clients in setting up accounts with the wrap fee programs available through the platforms offered by Pershing. Pershing shall be responsible for or shall take all steps necessary to implement the platforms selected by each client.</p> <p>FAS will receive a portion of the fee that the client pays in compensation for the initial interview, risk profile analysis, strategic asset and style allocation, financial information gathering and investment consulting services. The maximum all inclusive fees assessed to a client are negotiable and will not exceed 250 basis points (2.5%), of which FAS will receive a portion. All fees are payable quarterly in advance and are based on a percentage of assets in the accounts serviced under this arrangement. FAS may be charged an administrative fee by Pershing to cover expenses associated with the administration of the wrap program. This fee will be paid by FAS to Pershing and will not be charged back to the client. In addition, clients may be charged fees associated with certain types of investments.</p> <p>AdvisorFlex Portfolios (AFP) is offered through Lockwood Advisors, Inc., and Lockwood Investment Strategies (LIS) and Lockwood Asset Allocation Portfolios (LAAP) are offered through Lockwood Capital Management, Inc. Investors should read the Lockwood Advisors, Inc., Form ADV, Part II Brochure to learn more about AFP and the Lockwood Capital Management, Inc. Form ADV, Part II Brochure to learn more about LIS and LAAP.</p> |
|--------|---|

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:  
**Fulcrum Advisory Services, Inc.**  
**CRD # 131777**

SEC File Number:  
**801- 65303**

Date:  
**09-08-2009**

(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:<br><b>Fulcrum Advisory Services, Inc.</b> | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
|---|--|

| Item of Form<br>(identify) | Answer |
|----------------------------|--------|
|----------------------------|--------|

|  |  |
|--|--|
|  | <p><b>Investment Management Services</b><br/>Investment management services offered by FAS may include:</p> <ul style="list-style-type: none"> <li>• investment analysis;</li> <li>• quarterly performance reporting;</li> <li>• advice on socially responsible investments;</li> <li>• assistance to clients in obtaining and maintaining a thorough and accurate understanding of the client’s financial situation in all areas of relevance;</li> <li>• review and analysis of various financial alternatives available to the client;</li> <li>• coordination of relationships with other professional advisors, legal counsel or other interested parties as the client may identify.</li> </ul> <p>FAS will charge an annual fee to be payable quarterly in advance equal to 100 basis points (1.0%) for investment management services. Fees for accounts opened at any time other than the first day of a calendar quarter will be prorated.</p> <p>Each client who has paid fees in advance will be entitled to a pro rata refund of any pre-paid fees based upon the number of days remaining in a quarter after termination has been received.</p> <p><b>Financial Planning Services</b><br/>Financial plans may be provided for a fee that is one of the below, as the client and the planner agree to in writing :</p> <ul style="list-style-type: none"> <li>• a percentage of the assets for which the plan is made, to range between 40-60 basis points, depending upon the size and make-up of the overall client portfolio, as agreed to in advance by the client;</li> <li>• an hourly charge of \$400 per hour; or</li> <li>• a fixed fee of no more than \$100,000 (one hundred thousand dollars). This fee is negotiable, to be billed quarterly in arrears.</li> </ul> <p>Fees are payable upon presentation of any plan.</p> <p>Clients should note that advisory services may be available from other registered investment advisers or wrap program sponsors for similar or lower rates. Interested clients should read carefully all of the disclosures in this brochure for a full understanding of the fees involved before investing with FAS.</p> |
|--|--|

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

|   |                                       |                            |
|---|---------------------------------------|----------------------------|
| Applicant:<br><b>Fulcrum Advisory Services, Inc.</b><br><b>CRD # 131777</b> | SEC File Number:<br><b>801- 65303</b> | Date:<br><b>09-08-2009</b> |
|---|---------------------------------------|----------------------------|

(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:<br><b>Fulcrum Advisory Services, Inc.</b> |   | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
|---|---|--|
| Item of Form<br>(identify)  | Answer  |  |
| Items 3 and 4   | <p>FAS utilizes the technology services provided by Pershing in designing suitable investments for its clients. These may include the determination of client’s investment objectives and risk tolerances. FAS assists each client in establishing investment objectives and strategies, and in selecting from the investment managers within FAS’s wrap fee program. FAS’s representative will provide the client with a copy of FAS’s brochure and the client services agreement required to open an individually managed account. FAS’s representative will gather financial information provided by the client, review the information provided and, once approved open a Fulcrum Securities, Inc. (“FSI”) account for the client’s managed account assets.</p>   |  |
| Item 6  | <p><b>J. Patrick Kearns</b>, the firm’s CEO, was born in 1953. Pat founded FAS and FSI in 2003, as spin-offs from OFK Inc., a boutique investment bank and consulting firm of which he was a founding member. Pat began his career on Wall Street in 1977, after graduating magna cum laude from the University of Notre Dame with a B.A. in Finance and Business Economics. He has spent 20 of his past 33 years in financial services managing branch offices and maintaining key client accounts for such firms as Smith Barney, Merrill Lynch, and Prudential Securities. As a former branch manager, Pat successfully supervised and guided more than 500 professional investment advisors who were responsible for more than 250,000 client accounts. He has earned the distinguished title of Certified Investment Management Analyst (CIMA) from the Wharton School of Business at the University of Pennsylvania, and continues to attend training programs on critical aspects of the securities industry.</p> <p><b>Donald Megliola</b>, President, was born in 1975. Before joining Fulcrum as a co-founder in 2006, Don served as co-founder and Principal of H2O Investments, Inc, an independent investment consulting firm through ING Financial Partners. At H2O, he specialized in providing comprehensive wealth management services for families and individuals. Prior to founding H2O, Don spent nearly six years as Vice President of Investments at Prudential Securities Inc. in Washington, D.C. Before joining Prudential, Don worked as a consultant in the Northern Virginia office of Kaiser Associates, a strategic management consulting firm serving primarily Fortune 500 companies. Don graduated cum laude from Cornell University with a B.S. in Business and Finance. Mr. Megliola is a member of the Executive Committee of Cornell University men’s soccer program, and coaches youth soccer for the Reston, Virginia Soccer Association.</p> |  |

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:  
**Fulcrum Advisory Services, Inc.**  
**CRD # 131777**

SEC File Number:  
**801- 65303**

Date:  
**09-08-2009**

(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:<br><b>Fulcrum Advisory Services, Inc.</b> |  | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
| Item of Form<br>(identify)  | Answer   |  |
|   | <p><b>Michael C. Kissinger</b>, the Secretary, was born in 1969. Mike joined FAS as co-founder in 2003. At that time, he was serving as Vice President of OFK Advisory Services Inc., and as that firm's counsel. Mike's legal practice has focused primarily on investment and tax planning for high net-worth individuals and executives. Prior to joining OFK, he was an attorney at the law firm of Peterson &amp; Basha, PLC where he specialized in estate, tax, and business planning. Mike began his career in 1995, at KPMG, LLP after receiving his J.D. degree. He graduated magna cum laude from Capital University Law School. In 1996, Mr. Kissinger moved to Ernst and Young, LLP where he worked in their personal financial counseling group. While there, he earned a LLM in Taxation from Georgetown University Law School, graduating with honors. In 1999, he earned the CIMA accreditation from the Wharton School of Business at the University of Pennsylvania. He also holds a B.S. in Accounting from the Franciscan University of Steubenville, Ohio.</p> <p><b>Cynthia D. Lyons</b>, the firm's Chief Compliance Officer was born in 1968. Ms. Lyons attended Robert Morris University for 2 years prior to beginning her career in the brokerage industry. Her experience goes back over 20 years having started with Stifel Nicolaus &amp; Co. in 1987. Cyndi's industry knowledge also covers other areas within retail and institutional brokerage operations including administration and finance. After leaving Stifel Nicolaus, Ms. Lyons worked for two boutique retail firms and later, two investment banking firms, the last of which was Flagstone Securities, Inc. in St. Louis. During her tenure in banking she served a variety of functions including as Financial Operations Principal, Compliance Officer, and Operations Manager. She has had broad experience in the workings of private placement offerings and initial and secondary public offerings, from both an operational and compliance perspective. She is a General Principal, Financial and Operations Principal, Options Principal, and General Securities representative. Ms. Lyons joined FAS and FSI in 2008.</p> |  |
| Item 7 and 8  | <p><b>Mr. Kearns, Mr. Kissinger, and Mr. Megliola</b> devote approximately 50% of their business time to FAS and up to 50% to FSI. Mr. Kearns, Mr. Kissinger and Mr. Megliola are licensed to sell insurance; this activity requires less than 5% of each of their business time.</p> <p><b>Ms. Lyons</b> devotes approximately 20% of her time to FAS and the remainder to FSI.</p>   |  |
| Item 9  | As agents/ registered representatives for FSI, advisory associates of FAS may earn the usual commissions on any transactions placed through FSI.   |  |

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:  
**Fulcrum Advisory Services, Inc.**  
**CRD # 131777**

SEC File Number:  
**801- 65303**

Date:  
**09-08-2009**

(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:<br><b>Fulcrum Advisory Services, Inc.</b> |   | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
|---|---|--|
| Item of Form<br>(identify)  | Answer  |  |
|   | <p>Clients should be aware that there always exists the potential for a conflict of interests in any such arrangement in which the person making recommendations will receive remuneration for performing recommended actions such as broker transactions. An adviser's primary duty is fiduciary; any recommendations made must always be in the client's own best interest.</p> <p>The firm may aggregate or "batch" orders to obtain best execution, negotiate more favorable commission rates, or allocate transaction costs equally among clients in an effort to reduce the costs associated with placing each client's trade independently. All clients participating in an aggregated order shall receive an average share price with all other transaction costs shared on a pro-rata basis. FAS will receive no additional compensation for aggregating client transactions.</p> <p>FAS associates and/or personnel may also be invested in securities that FAS and its associates recommend to its clients. In the case of the wrap fee program, participation is broad enough that orders placed through FAS cannot noticeably affect the market price for those products and "front-running" is not a concern. Nonetheless, any transaction orders placed for clients will precede those made for any associate of FAS.</p> <p>In any instance in which FAS deems it possible that questions of conflict of interest may arise regarding the positions held by associates and positions recommended to clients, the adviser will disclose to the client in question the nature and extent of the associate's interests. FAS has a Code of Ethics describing its measures to monitor proprietary trading as part of its policies designed to prevent abuses of the prohibition against the use of insider information. A copy will be provided to clients upon written request.</p> |  |
| Item 10   | <p>FAS does not require any minimum account size for their services. However, the managers in the Pershing Managed Account Solution (FAS's wrap fee program) generally do not accept accounts under \$250,000/\$100,000/\$50,000 (depending on the specific program). Minimum account sizes vary slightly.</p>  |  |
| Item 11   | <p>Financial plan/balance sheet structure evaluations are performed at client request. All representatives of the firm are involved in performing these reviews. Portfolio management services are provided on an ongoing basis. Reviews are generally performed quarterly by FAS's representatives. Client portfolios utilizing FAS's wrap fee program, separately managed accounts and unified managed accounts, which are implemented through Pershing will also be reviewed by the assigned FAS representative on a quarterly basis. Performance review guidelines compare results against stated objectives relative to portfolio benchmarks.</p>  |  |

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

|   |                                       |                            |
|---|---------------------------------------|----------------------------|
| Applicant:<br><b>Fulcrum Advisory Services, Inc.</b><br><b>CRD # 131777</b> | SEC File Number:<br><b>801- 65303</b> | Date:<br><b>09-08-2009</b> |
|---|---------------------------------------|----------------------------|

(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:<br><b>Fulcrum Advisory Services, Inc.</b> |   | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
|---|---|--|
| Item of Form<br>(identify)  | Answer  |  |
|   | <p>The firm may provide proprietary reports to its clients apart from the requested financial plan/balance sheet financial evaluation, depending on each client's need and/or request. Clients who choose to invest in FAS's separately managed account and unified managed account programs will receive trade confirmations and monthly statements – unless the client provides written confirmation to suppress such trade confirmations – for active months, as well as quarterly reports, from Pershing LLC, a member of the FINRA, NYSE and SIPC, utilized by FAS for clearing and custody services.</p> <p>FAS requests that clients inform their associate at least annually of any changes in their financial condition or of any additional investment restrictions and/ or modifications to existing investment restrictions the client may wish to impose. Clients may contact FAS directly, but FAS prefers that the client do so through or together with the client's consultant representative of FAS.</p> <p>NOTE: The firm and its associates will not vote any client proxies that may be associated with investments recommended by the firm or those associates. It remains the client's right and duty to vote all proxies. Clients have the option to delegate proxy voting to the manager of the funds in which they are invested.</p>  |  |
| Item 12   | <p>FAS has limited discretion where money is placed with third party money managers in that FAS may change a client's manager(s) if the client's financial circumstances change or economic or market conditions change, to the extent that FAS feels that a manager change is advisable, or, if in FAS's opinion, the manager(s) selected can no longer meet the client's investment objectives or manage according to certain investment style parameters, or there is a fundamental change in the management structure of the manager which would mandate a switch in manager(s). Where FAS acts as manager on a client account, FAS may have discretion over the type and amount of securities bought and sold.</p> <p>FAS will recommend its related broker-dealer to effect any transactions clients may choose to place. For clients opting to invest in managed accounts, the broker-dealer will be the advisor's related broker-dealer, FSI. Commissions charged by FSI may be higher or lower than those charged by other brokerage firms for the same or essentially the same services. However, there are no commissions charged on transactions occurring within managed accounts, as the wrap fee assessed to those accounts is an all-inclusive fee.</p> <p>Pershing, when acting solely as a vendor to FAS, has no discretionary authority with respect to its clients' securities. However, affiliates of Pershing, including Lockwood Capital Management, Inc. and Lockwood Advisors, Inc., may also act as manager. The manager(s) selected by a client are granted investment discretion by the client and it is the manager(s) who will exercise any discretionary authority in the day-to-day portfolio management of the client's account(s). Clients utilizing FAS's services</p> |  |

**Schedule F of  
Form ADV**

Continuation Sheet for Form ADV Part II

|   |                                       |                            |
|---|---------------------------------------|----------------------------|
| Applicant:<br><b>Fulcrum Advisory Services, Inc.<br/>CRD # 131777</b> | SEC File Number:<br><b>801- 65303</b> | Date:<br><b>09-08-2009</b> |
|---|---------------------------------------|----------------------------|

(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:<br><b>Fulcrum Advisory Services, Inc.</b> | IRS Empl. Ident. No.:<br><b>20-1098975</b> |
|---|--|

| Item of Form<br>(identify) | Answer |
|----------------------------|--------|
|----------------------------|--------|

|  |  |
|--|--|
|  | <p>will also be using FSI's brokerage services.</p> <p>Clients choosing to invest in the money manager programs offered through FAS should read carefully the disclosure brochure for a full understanding of the fees involved.</p> |
|--|--|

|  |  |
|--|--|
|  | <p style="text-align: center;"><b>For Fulcrum Advisory Services, Inc.</b></p> <p><b><u>We collect nonpublic personal information about you from the following sources:</u></b></p> <ul style="list-style-type: none"> <li>○ Information we receive from you on applications or other forms;</li> <li>○ Information about your transactions with us, our affiliates, or other parties such as any unaffiliated broker dealers.</li> </ul> <p><b><u>We do not disclose any nonpublic personal information about our customers or former customers to anyone, including nonaffiliated third parties, except as both permitted by law and agreed to in advance by our clients, or as may be legally required by subpoena.</u></b></p> <p><b>That information may include: your name, address, social security number, assets, income, and information about your transactions with us, our affiliates, or others, such as your account balance, payment history, and parties to transaction. We do not exchange information with any consumer-reporting agency.</b></p> <p style="text-align: center;"><b>Confidentiality and Security</b></p> <p><b><u>We restrict access to nonpublic personal information about you to those employees who need to know that information in order to provide products or services to you. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your nonpublic personal information.</u></b></p> <p style="text-align: center;">End of Schedule F</p> |
|--|--|