

**FORM ADV**

**Uniform Application for Investment Adviser Registration**

**Part II - Page 1**

OMB APPROVAL	
OMB Number:	3235-0049
Expires:	February 28, 2011
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Hours per response....	4.07

Name of Investment Adviser: <b>Jackson Financial Advisors, Inc.</b>				
Address: (Number and Street)	(City)	(State)	(Zip Code)	Area Code: Telephone Number:
<b>9590 E. Ironwood Square Drive, Ste. 110</b>	<b>Scottsdale</b>	<b>AZ</b>	<b>85258</b>	<b>( 480) 609-1055</b>

**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.**

Applicant: <b>Jackson Financial Advisors, Inc.</b>	SEC File Number: 801-	Date: <b>03/30/2009</b>
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1. **A. Advisory Services and Fees.** (check the applicable boxes) For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)

**Applicant:**

<input type="checkbox"/>	(1) Provides investment supervisory services . . . . .	_____ %
<input type="checkbox"/>	(2) Manages investment advisory accounts not involving investment supervisory services . . . . .	_____ %
<input checked="" type="checkbox"/>	(3) Furnishes investment advice through consultations not included in either service described above . . . . .	<b>10%</b>
<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 checked="" type="checkbox"/>	(7) On more than an occasional basis, furnishes advice to clients on matters not involving securities . . . . .	<b>90%</b>
<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 <input checked="" type="checkbox"/>	No <input type="checkbox"/>
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C. Applicant offers investment advisory services for: (check all that apply)

<input 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		

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

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

**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 type="checkbox"/> Fundamental | (5) <input 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 checked="" type="checkbox"/> Research materials prepared by others | (7) <input checked="" type="checkbox"/> Company press releases  |
| (4) <input type="checkbox"/> Corporate rating services                        | (8) <input type="checkbox"/> Other (explain on Schedule F)  |

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

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

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**5. Education and Business Standards.**

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients? .....  Yes  No  
 (If yes, describe these standards on Schedule F.)

**6. Education and Business Background.**

For:

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

On Schedule F, give the:

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

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

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

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

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

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

<input type="checkbox"/> (1) broker-dealer	<input type="checkbox"/> (7) accounting firm
<input type="checkbox"/> (2) investment company	<input type="checkbox"/> (8) law firm
<input 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 checked="" 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.)

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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
[ ] [X]

(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.

Refer to Schedule F for Response.

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

Refer to Schedule F for Response.

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**12. Investment or Brokerage Discretion.**

- A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:
- |  |                              |  |
|--|------------------------------|--|
| (1) securities to be bought or sold? .....               | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) amount of the securities to be bought or sold? ..... | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) broker or dealer to be used? .....                   | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (4) commission rates paid? .....                         | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

- 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:
Jackson Financial Advisors, Inc.	801- N/A	03/30/2009

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.	IRS Empl. Ident.No:
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Item of Form (identify)	Answer
Introduction	<p>Jackson Financial Advisors, Inc (the "Firm"), is a corporation formed under the laws of and registered as an Investment Adviser with the state of Arizona. The Firm specializes in offering and providing financial planning advisory services, and individuals associated with the Firm are appropriately licensed, qualified, and authorized to provide these advisory services on behalf of the Firm. Such individuals are known as Investment Adviser Representatives ("IARs").</p> <p>This Schedule F narrative provides Clients with information regarding the Firm and the qualifications, business practices, and nature of financial planning services that should be considered before becoming an advisory Client of the Firm.</p>
Item 1.D	<p><b>Financial Planning Services:</b></p> <p>Financial planning services will typically involve providing a variety of services, principally advisory in nature, to Clients regarding the management of their financial resources based upon an analysis of their individual needs.</p> <p><b>Establishment of Client – Firm Relationship</b></p> <p>The Firm will provide an initial consultation with the Client free of charge. Should the Client decide to engage the Firm for financial planning advisory services, the Firm will develop a financial plan based on a criteria of information provided by the Client to the Firm, the steps of which are outlined in the section below regarding the Scope of Services. Should the Client choose to engage the Firm to provide financial planning services, both parties will enter into a Financial Planning Agreement disclosing the length of the relationship, services to be provided and terms of the advisory fee compensation to be agreed upon between both the Firm and the Client.</p> <p><b>Compensation</b></p> <p>As stated in the beginning of this section, initial consultation with the Client is free of charge. If clients execute a Financial Planning Agreement with the Firm for comprehensive or modular financial planning services, a fixed fee will be charged. The Firm will typically charge a fixed fee of \$2,500 for these services. However, more complex planning engagement may be charged a higher fee. The fixed financial planning fee will not exceed \$4,500. If the Client contracts with the Firm for limited Financial Planning Consulting Services focusing on specific areas of client concern, the Firm will charge an hourly fee of \$180 per hour. Client may also contract with the Firm for on-going Financial Planning/Consulting Services. Clients contracting for this service will be billed an annual retainer fee of \$1,500 per year.</p> <p>Fifty-percent (50%) of the fixed fee for comprehensive or modular Financial Planning Services will be billed in advance at the time the agreement for services is executed. The remainder of the fee will be due upon presentation of the plan. Hourly fees will be billed in arrears upon completion of the consulting services. Annual retainer fees will be billed quarterly in advance. Fees of more than \$500 will never be billed more than 6 months in advance.</p> <p>The financial planning fees may be waived or reduced at the discretion of the Firm for clients that have an existing arrangement with the Firm's investment advisor representatives in their separate capacities as registered representatives of Cambridge or as investment advisor representatives of Cambridge Investment Research Advisors, Inc., a registered investment advisor.</p> <p>The Firm will deliver its disclosure brochure - Part II of the Form ADV - to the Client at the inception of the agreement. Unless the Client has received Form ADV Part II at least forty-eight (48) hours prior to execution of the agreement, Client may terminate the planning agreement within five (5) business days after the date all parties have signed the agreement without penalty, and no fee will be assessed. After this five-day period, should either party terminate the agreement, the Client will incur</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: Jackson Financial Advisors, Inc.	SEC File Number: 801- N/A	Date: 03/30/2009
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1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.	IRS Empl. Ident.No:
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Item of Form (identify)	Answer
Item 1.D (continued)	<p>charges for services provided up to the point of termination. If fees were paid in advance, the firm will promptly refund any unearned fees. If fees are billed in arrears, fees will be considered due and payable upon termination.</p> <p><b>Scope of Financial Planning Services Provided:</b></p> <p><b>Gathering and Review of Client Data:</b></p> <p>The Firm will gather information from the Client pertaining, but not limited to, the Client's financial objectives, risk tolerance, financial resources, family situation and future financial goals. The Client will be requested to provide documents necessary to perform the services engaged for, such as Client's tax returns, current retirement account statements, insurance information, etc. Once all information has been gathered from the Client, the Firm will review all documents and information provided by the Client. If Client has engaged the Firm for comprehensive or modular Financial Planning Services, the Firm will input data into eMoney Advisor, a financial planning program provided by a software vendor licensed to Jackson Financial Advisors to develop a preliminary financial planning strategy for the Client.</p> <p>In review of the information provided by the Client, the Firm will examine certain aspects related to the scope of the engagement in relationship to the Client's current overall financial situation. The following are some of examples of topics that may be reviewed depending on the scope of the engagement:</p> <p><b>Income Planning and Cash Flow Analysis:</b></p> <p>The Firm, based upon assumptions developed from information provided by and conversations held with the Client, will provide income projection forecasts. The Firm will develop and review a personal balance sheet from the financial information provided by the Client.</p> <p><b>Risk Assessment and Risk Management:</b></p> <p>The Firm will review and make recommendations regarding the Client's existing insurance, such as life, disability, medical, property, and long-term care for accuracy of coverage.</p> <p><b>Tax Planning:</b></p> <p>Estimates of income tax liability based upon tax information gathered from the Client and assumptions developed by the Firm based on that information will be provided to the Client.</p> <p><b>Estate Planning:</b></p> <p>The Firm will provide guidance to the Client regarding the use of legal documents, as well as the titling and transfer of personal assets. The Firm may also provide estimates of potential estate tax liability and strategies to minimize or pay for estate taxes or other transfer taxes.</p> <p><b>Asset Allocation and Investment Analysis:</b></p> <p>The Firm will conduct a review of the Client's current portfolio assets for risk and return in comparison to generally accepted asset allocations developed by third party research firms such as Ibbotson and/or Morningstar, and will provide a probability analysis or Monte Carlo simulation to compare the performance and success of a portfolio against index-based asset classes incorporating the timing of such investments.</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:
Jackson Financial Advisors, Inc.	801- N/A	03/30/2009

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.	IRS Empl. Ident.No:
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Item of Form (identify)	Answer
Item 1.D (continued)	<p><b>Development and Presentation of Financial Plan:</b></p> <p>Once the Firm has reviewed all information provided by the Client and has compiled the relative data and analysis, the Firm will prepare a financial plan, if agreed upon pursuant to the scope of the engagement indicated in the agreement for services, for the Client that to assist the Client in achieving goals based upon asset allocation and probability analysis developed by third-party software vendors. The Firm will explain the risks involved with each recommended strategy and discuss contingency options or alternative strategies with the Client.</p> <p>While any estimates provided to the Client are expected to be accurate, the Firm does not prepare tax returns, nor is the Firm licensed to practice as a Certified Public Accounting firm. Client should confirm all estimates with their tax professional and accepts responsibility for any tax liability. As well, the Firm is not licensed to practice law. Client is advised to seek licensed legal counsel for the creation and implementation of any legal documents. Upon Client's request, the Firm may recommend local attorneys to assist the Client with legal documents, and/or local accountants to provide tax preparation and tax advice. The Firm does not receive any referral fees or other fees for these references.</p> <p>All advice, analysis and recommendations provided to the Client by the Firm is based upon the accuracy of the information provided by the Client; therefore any material changes relating to the Client's financial situation or personal information is the responsibility of the Client and should be reported to the Firm or the Client's IAR promptly.</p> <p><b>Financial Planning Implementation:</b></p> <p>The Firm will be available to help monitor recommendations for the duration of the financial planning agreement. Responsibility and liability for implementation or failure to implement any recommendations will rest solely upon the Client. The Client is free to implement any advice or recommendations made by the Firm as part of the Plan through whomever the Client chooses.</p> <p>IARs of the Firm are also dually licensed as IARs of Cambridge Investment Research Advisors, Inc. ("CIRA"). CIRA is an investment advisor registered with the SEC. CIRA and the Firm are not related entities. As IARs of CIRA, the Firm's IARs may manage client assets through one of the programs approved by CIRA. If the Client elects to engage one of the Firm's IARs, in this separate capacity, the IAR may receive fees for the implementation and management services in addition to the financial planning fees charged by the Firm for the advice provided which represents a conflict of interest. Clients are not obligated to implement the advice provided by the Firm through an IAR in this separate capacity. <b>CLIENT DOES NOT HAVE AN INVESTMENT ADVISORY RELATIONSHIP WITH CIRA UNLESS CLIENT HAS SIGNED A DIRECT INVESTMENT ADVISORY AGREEMENT WITH CIRA, AND ONLY THEN IN RELATION TO THE ASSETS SUBJECT TO THAT AGREEMENT.</b></p> <p>IARS of the Firm are also registered representatives of Cambridge Investment Research, Inc. ("CIR"), a full service securities broker/dealer licensed under federal and state securities laws. CIR is a member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investors Protection Corporation ("SIPC"). CIR and the Firm are not related entities but CIR and CIRA are. In their separate capacities as registered representatives, the IARs are licensed to buy and sell securities on behalf of clients through CIR. If clients elect to have one of the Firm's IARs implement the advice provided as part of the financial planning services, implementation may be done through the Firm's IAR in his separate capacity as a registered representative. This situation represents a conflict of interest because the Firm could receive fees for the advice and the registered representative could receive commissions for implementing the recommendations. Clients are not obligated in any manner to implement the advice provided by the Firm or to implement transactions through the Firm's IARs or the broker/dealer with which they are registered. Clients are free to select</p>

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1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.		IRS Empl. Ident.No:
Item of Form (identify)	Answer	
Item 1.D (continued)	<p>any broker/dealer or registered representative to implement the recommendations provided by the Firm through its financial planning services.</p> <p>The Firm's IARs are also licensed insurance agents. If clients elect to purchase insurance products through one of the Firm's IARs in this separate capacity, the IAR may earn commissions. This situation represents a conflict of interest because the Firm could receive fees for the advice and as an insurance agent the IAR could receive commissions for implementing the recommendations. Clients are not obligated in any manner to implement the advice provided by the Firm through the IARs in this separate capacity.</p> <p>Fees charged by the Firm for financial planning services are separate and distinct from any fees or commissions charge for the implementation of the advice provided by the Firm. Commissions and fees charged by CIR, CIRA, and the Firm may be higher or lower than at other broker/dealers and investment advisors. Registered representatives that are also associated with the Firm may have a conflict of interest in having clients purchase securities through CIR in that the higher their production with CIR the greater potential for obtaining a higher pay-out on commissions earned. Further, registered representatives are restricted to only offering those products and services that have been reviewed and approved for offering to the public by CIR and for which CIR and its clearing firms have obtained a selling agreement. Additionally, restrictions may be placed by CIRA on the programs that can be offered to manage clients' assets.</p> <p>Jackson Financial Advisors, Inc., as a registered investment advisory firm, is covered under the definition of a "financial institution" under the Gramm-Leach-Bliley Act and in conjunction with State privacy rules. All information provided by Clients to Jackson Financial Advisors, Inc., (including the Firm's staff), and information and advice furnished by the Firm to Clients, shall be treated as confidential and shall not be disclosed to non-affiliated third parties, except as permitted by Clients with written authorization, by application to facilitate the investment advisory services offered by the Firm via an unaffiliated financial services provider or third party vendor, or as required by law, any rule or regulation of the regulatory or self-regulatory organization (or supervisory authority) to which the Firm and its staff may be subject. Clients are encouraged to discuss any questions regarding the Firm's privacy policies and procedures directly with Robert Jackson, President of the Firm.</p>	
Item 3.L	Investment advice is limited to general asset allocation and counsel regarding proper titling of Client's account. The Firm does not provide specific investment recommendations.	
Item 5	Education/experience requirements of individuals involved in giving financial planning advice to Clients of the Firm includes a minimum of 4 years of college with an emphasis on business and 2 years of professional experience in a related field such as banking, insurance, securities, or other related field. Individuals must also meet the registration requirements of the state(s) in which advisory business is conducted.	
Item 6	Robert L. Jackson, an Investment Advisor Representative with Jackson Financial Advisors, Inc., born 4/8/1945, attended Northwest Missouri State in 1963 and then attended Arizona State University starting in 1964. A bachelor's degree in Finance was achieved in 1973. Mr. Jackson has been associated with Cambridge as a Registered Principal since August of 2005 and an Investment Advisory Representative with Cambridge Investment Research Advisors, Inc. since August 2005. From August 1996 to August 2005 Mr. Jackson was associated with SunAmerica Securities, Inc. as a Registered Principal. From June 1996 to August 1996, Mr. Jackson was associated with Royal Alliance Associates, Inc. as a Registered Representative. Mr. Jackson was associated with Edward Jones as a Registered Representative from January 1993 to June 1996 and H.D. Vest, as a Registered Representative from August 1992 to January 1993. Prior to that, Mr. Jackson was self-employed in real estate, management & investments starting in 1985.	

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1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.	IRS Empl. Ident.No:
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Item of Form (identify)	Answer
Item 6 (continued)	<p>Jared B. Roskelley, an Investment Advisor Representative with Jackson Financial Advisors, Inc., born 1/8/1976, attended Utah State University and graduated from Arizona State University with a bachelor's degree in Finance in 2001. Mr. Roskelley has been associated with Cambridge as a Registered Representative since October of 2006, and an Investment Advisory Representative with Cambridge Investment Research Advisors, Inc. since October of 2006. From August 1998 to October 2004 Mr. Roskelley was associated with AIG Financial Advisors (formerly SunAmerica Securities) as a Registered Representative and Investment Advisory Representative.</p> <p>Conrad A. Roskelley, an Investment Advisor Representative with Jackson Financial Advisors, Inc., born 2/7/1941 graduated from Ability Agency's School for Insurance in 1967 and the College for Financial Planning in 1982. Mr. Roskelley has been associated with Cambridge Investment Research, Inc as a Registered Representative since March of 2007 and an Investment Advisory Representative with Cambridge Investment Research Advisors, Inc. since March of 2007. From August 1998 to October 2004 Mr. Roskelley was associated with AIG Financial Advisors (formerly SunAmerica Securities) as a Registered Representative and Investment Advisory Representative.</p> <p>Barbara J. Sutton, an Investment Advisor Representative with Jackson Financial Advisors, Inc., born 4/12/1949, graduated from Wayne State in 1970 with a Bachelor's degree and the University of Nebraska in 1976 with a Master's degree. Ms. Sutton has been associated with Cambridge as a Registered Representative since August of 2005, and an Investment Advisory Representative with Cambridge Investment Research Advisors, Inc. since August 2005. Ms. Sutton was associated with SunAmerica Securities from June 2004 to August 2005 and Sentra Securities from July 1996 until June of 2004 as a Registered Representative and Investment Advisory Representative. Ms. Sutton holds series 7, 24, 63, and 65 securities licenses as well as a Realtor's license in the state of Arizona.</p> <p>Gregory K. Stark, an Investment Advisor Representative with Jackson Financial Advisors, Inc., born 07-26-1962, graduated from Wartburg College in Waverly, Iowa with degrees in Economics and Business Administration. He later obtained his Master's degree in Business Administration from the University of Phoenix. Mr. Stark has been associated with Cambridge as a Registered Representative since May of 2008, and an Investment Advisory Representative with Cambridge Investment Research Advisors, Inc., since May of 2008. Mr. Stark was previously with Banc of the West Securities and Bank of America's Private Bank.</p> <p>Robert L. Jackson, Jared B. Roskelley, Conrad A. Roskelley, and Gregory K. Stark are CERTIFIED FINANCIAL PLANNER™ certificants or CFP® certificants and according to CFP® Rules of Conduct, Mr. Jackson, Mr. J. Roskelley, Mr. C. Roskelley, and Mr. Stark must provide their clients with contact information, information about the services they provide, any conflicts of interest that they may have related to the provision of services, and the costs to clients associated with the services being provided. These important disclosures are contained in this Schedule F document. Descriptions of the specific advisory and financial planning services provided to each client are contained in each client's agreement with Advisor.</p> <p>Robert L. Jackson, Jared B. Roskelley, Conrad A. Roskelley, and Gregory K. Stark have acknowledged their responsibilities as CFP® certificants to adhere to the standards that have been established in the CFP® Board's Standards of Professional Conduct. If a client believes Robert L. Jackson, Jared B. Roskelley, Conrad A. Roskelley, and Gregory K. Stark's conduct may violate the Standards of Professional Conduct, the client may file a complaint with the CFP® Board at <a href="http://www.CFP.net/complaint">www.CFP.net/complaint</a>. Please contact Robert L. Jackson, Jared B. Roskelley, Conrad A. Roskelley, and Gregory K. Stark if you have any questions regarding their CFP® certificants or these disclosures.</p> <p><b>NOTE:</b> Barbara J. Sutton is not a CFP® certificant and is therefore not required here to the standard that have been established in the CFP® Board's Standard of Professional Conduct.</p> <p>As previously disclosed, the IARs of the firm may be involved in business activities other than their activities as IARs of the Firm. IARs of the firm are also licensed as independent insurance agents,</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:
Jackson Financial Advisors, Inc.	801- N/A	03/30/2009

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.		IRS Empl. Ident.No:
Item of Form (identify)	Answer	
Item 6 (continued)	registered securities agents of CIR, and IARs of CIRA. Ms. Sutton is also has her real estate license. All of these activities are outside the scope of the individuals capacities as IARs of the Firm and the services provided in these separate capacities are separate and distinct from the services provided by the firm. These outside business activities account for approximately 50% of the individuals' time.	
Item 8C(9)	<p>Although the Firm does not have any arrangements with a related insurance company or agency, as previously indicated the Firm's associated persons may be independently insurance licensed and if a client chooses to implement any insurance advice provided by the Firm, the client may do so through the Firm's associated persons in these separate capacities. When client chooses to implement the advice through the Firm's associated persons in these separate capacities, the associated persons may earn commissions for implementing the insurance investments in addition to the fees earned for the advice provided. Clients are not obligated in any manner to implement the recommendations of the Firm through the associated persons in their separate capacities as insurance agents.</p> <p>At times, the Firm may recommend that the client implement the Firm's recommendations relating to insurance products with insurance companies or agencies or through independent insurance agents that are not affiliated with the Firm. When doing so, the insurance company, agency or agent may share the commission earned for the purchase of an insurance product with one of the Firm's associated persons that are insurance licensed. This situation presents a conflict of interest because the Firm would receive fees for the advice provided and the associated persons may receive commissions in their separate capacities as insurance agents if clients purchase an insurance product through the recommended agency, company, or agent. Clients are not obligated in any manner to implement the advice of the Firm through any of the insurance companies, agencies or independent agents recommended by the Firm.</p>	
Item 8C(11)	Barbara Sutton, an investment advisor representative of the Firm, is also a licensed Real Estate Agent. While the other investment advisor representatives of the firm do not refer clients to Ms. Sutton, when providing investment advice Ms. Sutton may have situations that present an opportunity to make a recommendation that the client also use her services in her separate capacity as a real estate agent. Clients are not obligated in any manner to use Ms. Sutton's services as a real estate agent and should be aware that this situation presents a conflict of interest in that Ms. Sutton could receive fees for the investment advice provided and commissions for real estate transactions.	
Item 9.B	The Firm's associated persons may sell securities to any client for commissions in their separate capacities as registered representatives of CIR. This situation could present a conflict of interest since the associated persons could receive fees and commissions if the client chooses to implement the recommendations of the Firm through an associated person in their separate capacity as a registered representative. Clients are not obligated to implement any recommendation through the Firm or through its representatives and are free to choose any broker/dealer they wish to implement the recommendations.	
Item 9.E	The Firm does not make specific securities recommendations to clients. However, the Firm and its associated persons may buy or sell securities that the Firm's associated persons may also recommended to clients in their separate capacities with CIR and CIRA that were previously described in this disclosure document. In order to minimize this conflict of interest, securities recommended by the Firm's associated persons are widely held and publicly traded. In addition, in accordance with its fiduciary duty to clients, the Firm and its associated persons will place client interests ahead of their own interests.	
Item 9	With respect to the Firm and its associated persons' personal investment accounts, the Firm makes every attempt to trade in such a way as to give every advantage to the Firm's Clients before the Firm's and associated persons' own interests. Such cautions include, but are not limited to, placing personal "buy" orders as well as "sell" orders after those of the IARs' clients. The Firm will maintain personal transaction records on its supervised persons. The Firm will not permit insider trading. The Firm has established a Code of Ethics that will apply to all of its associated persons. An investment adviser is considered a fiduciary according to the <i>Investment Advisers Act of 1940</i> and	

**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:
Jackson Financial Advisors, Inc.	801- N/A	03/30/2009

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: Jackson Financial Advisors, Inc.		IRS Empl. Ident.No:
Item of Form (identify)	Answer	
Item 9 (cont.)	similar state securities regulations. As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. The Firm has a fiduciary duty to all clients. This fiduciary duty is considered the core underlying principle for the Firm's Code of Ethics which also covers its Insider Trading and Personal Securities Transactions Policies and Procedures. The Firm requires all of its supervised persons to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment or affiliation and when changes occur, all supervised persons will sign an acknowledgement that they have read, understand and agree to comply with the Firm's Code of Ethics. The Firm has the responsibility to make sure that the interests of all clients are placed ahead of the Firm's or its supervised person's own investment interest. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to any services being conducted. The Firm and its supervised persons must conduct business in an honest, ethical and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give all clients a summary of the Firm's Code of Ethics. However, if a client or a potential client wishes to review advisor's Code of Ethics in its entirety, a copy will be provided promptly upon request.	
Item 12.B	Clients wishing to implement Firm's advice are free to select any broker they wish and are so informed. If clients wish to have the Firm's associated persons implement the advice in their capacities as registered representatives then the associated persons' broker/dealer, CIR, will be used. Associated persons of the Firm are registered representatives of CIR and are required to use the services of CIR and CIR's approved clearing broker-dealers when acting in their capacity as registered representatives. CIR serves as the introducing broker-dealer. All accounts established through CIR will be cleared and held at NFS or Pershing. CIR has a wide range of approved securities products for which CIR performs due diligence prior to selection. CIR's registered representatives are required to adhere to these products when implementing securities transactions through CIR. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer. Because the associated persons of the Firm may also be registered representatives of CIR, CIR provides compliance support to the Firm's associated persons. In addition to compliance support, CIR also provides the associated persons of the firm, and therefore the Firm, with back-office operational, technology, and other administrative support.	
Item 13.A	The Firm's associated persons, in their separate capacities as securities agents of CIR, may receive commissions from the execution of securities transactions. In addition, associated persons may receive 12b-1 fees from certain mutual fund companies as outlined in the fund's prospectus. 12b-1 fees come from fund assets, therefore, indirectly from client assets. The receipt of such fees could represent an incentive for the associated persons to recommend funds with 12b-1 fees over funds that have no fees or lower fees. As a result, there is a potential conflict of interest.	
Item 13.B	In the event a client opens a managed account through CIRA, the Firm's associated persons will receive an advisory fee in their separate capacities as advisor representatives of CIRA. The advisory fees charged by Advisor are separate and distinct from those fees charged by the Firm.  Although there are no formal arrangements or programs and no arrangements exist in writing, the Firm occasionally compensates referral sources with items such as movie tickets, flowers, etc. All compensation is non-monetary and of a nominal value of less than \$100. At no time is a portion of a Client's advisory fee paid to an individual, and referrals are incidental.	

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