FORM ADV

Uniform Application for Investment Adviser Registration

OMB Number: 3235-0049
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Part II - Page 1

Name of Investment Adviser: Diversified Portfolios, Inc.					
Address: (Number and Street) 39520 Woodward Avenue, Ste. 212	(City)	(State)	(Zip Code)	Area Code:	Telephone number:
	Bloomfield Hills	MI	48302	(248)	644-3030

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.

Table of Contents

Item Number	<u>Item</u>	<u>Page</u>
1	Advisory Services and Fees	. 2
2	Types of Clients	. 2
3	Types of Investments	
4	Methods of Analysis, Sources of Information and Investment Strategies	
5	Education and Business Standards	
6	Education and Business Background	
7	Other Business Activities	
8	Other Financial Industry Activities or Affiliations	
9	Participation or Interest in Client Transactions	
10	Conditions for Managing Accounts	
11	Review of Accounts	
12	Investment or Brokerage Discretion	
13	Additional Compensation	
14	Balance Sheet	
	Continuation Sheet Schedu	
	Balance Sheet, if required	

(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

1. 1.		
Applicant:	SEC File Number:	Date:
Diversified Portfolios, Inc.		
	801 - 56371	01/04/2010

1.	A.	Advi	isory Services and Fees. (check the applic	able b	ooxes)	%	r each type of service provided, state the a of total advisory billings from that service	pproxim	ate	
		Appl	licant:			(5)	ee instruction below.)			
	X	(1)	1) Provides investment supervisory services						100 n/	
		(2)	Manages investment advisory accounts n	lanages investment advisory accounts not involving investment supervisory services						
		(3)	rumishes investment advice inrough con	ısultatı	ions n	ot incli	ided in either service described above		n.	
	\mathbb{H}	(4)	assues periodicals about securities by sub	script	ion				0.6	
	H	(5) (6)	respies special reports about securities not	t mchi	ded in	anv se	rvice described above		%	
	ч	(0)	Issues, not as part of any service describe which clients may use to evaluate securit	ed abo	ve, an	y chari	s, graphs, formulas, or other devices		0.4	
		(7)	On more than an occasional basis, furnis	hes ad	vice to	client	s on matters not involving securities		<u> </u>	
		(8)	Provides a timing service		*******		•••••		— [%]	
		(9)	Furnishes advice about securities in any r	manne	rnot (describ	ed above		— ½	
		(Pe	provide estimates of advisory billings	ast fisc for the	alyea atyear	r. If an	oplicant has not completed its first fiscal y ate that the percentages are estimates.)	ear, 	, <u></u>	
	В.	Does	applicant call any of the services it checke	d abov	ve fina	ıncial p	planning or some similar term?	Yes	No	
	C.	Appl	icant offers investment advisory services fo	or: (ch	eck al	lthata	pply)	•		
	X	(1)	A percentage of assets under managemen	t		(4)	Subscription fees			
		(2)	Hourly charges			(5)	Commissions			
_	X	(3)	Fixed fees (not including subscription fee	s)		(6)	Other			
	D.	For e	ach checked box in A above, describe on S	chedu	le F:	-				
		•	the services provided, including the name for a fee	ofan	y publ	ication	or report issued by the adviser on a subsc	ription b	asis or	
		•	applicant's basic fee schedule, how fees a	re cha	rged a	nd who	ether its fees are negotiable			
		•	when compensation is payable, and if con refund or may terminate an investment ad	npense lvisory	ation i	s payal act bet	ole before service is provided, how a client fore its expiration date	may ge	ta	
2.	Types of clients - Applicant generally provides investment advice to: (check those that apply)									
	X	A.	Individuals	X 1	E.	Trusts	, estates, or charitable organizations			
		В.	Banks or thrift institutions	X I	F.	Согро	rations or business entities other than those	listed a	bove	
		C.	Investment companies	-	G.	Other	(describe on Schedule F)			
_	X	D.	Pension and profit sharing plans							

	RM /	ADV Page	Applicant: 3 Diversified Portfolios, Inc.			SEC File Number: 801- 56371	Date: 01/04/2010
3.	Тур	es of i	Investments. Applicant offers advice on the following:	(chec	k thos	e that apply)	<u></u>
		A.	Equity securities	X	H.	United States government securities	
	X X X		 (1) exchange-listed securities (2) securities traded over-the-counter (3) foreign issuers 	X	I.	Options contracts on: (1) securities (2) commodities	
		B.	Warrants		J,	Futures contracts on:	
	X	C.	Corporate debt securities (other than commercial paper)			(1) tangibles	
		D.	Commercial paper			(2) intangibles	
	X	E.	Certificates of deposit		K.	Interests in partnerships investing in:	
	X	F. G.	Municipal securities Investment company securities:			(1) real estate (2) oil and gas interests	
		J.	(1) variable life insurance			(3) other (explain on Schedule F)	
	X		(2) variable annuities (3) mutual fund shares		L.	Other (explain on Schedule F)	
4.	Met	hods	of Analysis, Sources of Information, and Investment	Strate	gies.		<u>.</u>
	A.	Appl	icant's security analysis methods include: (check those t	hatap	ply)		
	(1)		Charting	(4)		Cyclical	
	(2)		Fundamental	(5)	X	Other (explain on Schedule F)	
	(3)		Technical				
	B.	Then	nain sources of information applicant uses include: (che	ck tho	se tha	t apply)	
	(1)	X	Financial newspapers and magazines	(5)		Timing services	
	(2)		Inspections of corporate activities	(6)	X	Annual reports, prospectuses, filings	with the
	(3)	X	Research materials prepared by others			Securities and Exchange Commission	1
	(4)	X	Corporate rating services	(7)		Company press releases	
				(8)	X	Other (explain on Schedule F)	

(5)

(6)

(7)

Margin transactions

Option writing, including covered options,

uncovered options or spreading strategies

Other (explain on Schedule F)

X

Long term purchases

Short term purchases

Short sales

(securities held at least a year)

(securities sold within a year)

Trading (securities sold within 30 days)

(1)

(2)

(3)

(4)

	FORM ADV Applicant: SEC File Number: Date:							Date:	
Part II - Page 4 Diversified Portfolios, Inc. 801-56371 01/04/20							01/04/2010		
5.	5. Education and Business Standards.								
	Are there any general standards of education or business experience that applicant requires of those involved in Yes No determining or giving investment advice to clients?								
			(If yes, describe the	se stan	dard	s on Schedule I	E.)		
6.	Ed	ucati	on and Business Background.						
	For	7:							
	•	eac	h member of the investment committee or group	that det	termi	nes general inv	vestment advice to be given to cl	ients, or	
	•	if tl clie	ne applicant has no investment committee or grounts (if more than live, respond only for their supe	p, each	indi ()	vidual who det	ermines general investment adv	ice given to	
	•	eac	h principal executive officer of applicant or each	person :	with	similar status	or performing similar functions.		
	On	Sched	dule F, give the:						
	•	n an Vea	ie r of birth	•			on after high school		
7.					<u>• </u>	business backgi	round for the preceding five yea	rs 	
′•			siness Activities. (check those that apply)						
	<u>ц</u>	A.	Applicant is actively engaged in a business other						
		B.	Applicant sells products or services other than i	nvestm	ent a	udvice to client	s.		
		C.	The principal business of applicant or its principal investment advice.					ling	
	<u> </u>		(For each checked box describe the other activi				ent on them, on Schedule F.)		
8.	Oth		nancial Industry Activities or Affiliations. (che	ck thos	e tha	tapply)			
	Ц	А.	Applicant is registered (or has an application pe	nding)	as a	securities brok	er-dealer.		
		B.	Applicant is registered (or has an application pe commodity trading adviser.	nding)	8S 8	futures commi	ssion merchant, commodity poo	operator or	
		C.	Applicant has arrangements that are material to	its advi	івогу	business or its	clients with a related person wh	nois a	
		(1)	broker-dealer		(7)	accounting fir			
		(2)	investment company		(8)	law firm		1	
		(3)	other investment adviser		(9)	insurance com	ipany or agency		
		(4)	financial planning firm		(10)	pension consu	- •		
		(5)	commodity pool operator, commodity trading adviser or futures commission merchant		(11)	real estate brol	ker or dealer		
		(6)	banking or thriff institution		(12)	entity that cres	ates or packages limited partners	thins	
	(Fo	r eacl	checked box in C, on Schedule F identify the rei					-	
	Đ.		plicant or a related person a general partner in an				_	es No	
		·	(If yes, describe on Schedule F th						
	<i>.</i>	/usw	ar all items. Complete amended pages in fuil, o	ircle a	m en	ded items and	file with execution page (page	1).	

FORM ADV

Applicant

FORM ADV	FORM ADV Applicant: SEC File Number:					
Part II - Page 5	5	Diversified Portfolios, Inc.		801-56371	Date: 01/04	/2010
9. Participat	ion or	Interest in Client Transactions.				
Applicant	or a re	ated person: (check those that appl	y)			
□ A.	As pr	ncipal, buys securities for itself fro	om or sells securities it owns t	o any client.		
□ В.	As br	oker or agent effects securities trans	sactions for compensation for	any client.		
☐ c.	As br	oker or agent for any person other to t from a brokerage customer.	han a client effects transaction	ns in which client securities are	sold to or	P.
D.	Recor persor	nmends to clients that they buy or s has some financial interest.	sell securities or investment p	roducts in which the applicant or	ra r e late	d
X E.	Buys	or sells for itself securities that it al	so recommends to clients.			
(For each wh	box o	hecked, describe on Schedule F wh rictions, internal procedures, or disc	en the applicant or a related p closures are used for conflicts	person engages in these transactions of interest in those transactions	ons and .)	
Describe, on prospective of	Schee client:	lule F, your code of ethics, and stat upon request	e that you will provide a copy	of your code of ethics to any cl	ient or	
invesiment a	30V1S 01	naging Accounts. Does the application of accounts or hold itself out as prove a minimum dollar value of assets	viding financial planning or e	ome similarly termed	Yes	No
		(If yes,	describe on Schedule F)			
11. Review of A or holds itsel	lf out :	ts. If applicant provides investments providing financial planning or se	nt supervisory services, mana; ome similarly termed services	ges investment advisory account s:	s,	
rrikRetnik	R TANCIO	the reviews and reviewers of the a rs. For reviewers, include the num on performing reviews, and number	nber of reviewers, their titles	de their frequency, different leve and functions, instructions they	els, and receive	
changes i impact a favoritisn	chent' in the Il acc n or p	reviewed at least quarterly by the investment objectives. Among market price of stocks and borounts. The sequence in which riority. At present there is one the president and is responsible to	other factors that would tri nds, changes in client object accounts are reviewed is a reviewer who will procee	igger an account review are su ctives or portfolio changes th such that no account receive ad as described above when	ibstantia at would	:1 <u>1</u>

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

Reports are presented to clients on a quarterly basis. Quarterly reports account for the cost, current market value, and yield of each security held, as well as the time-weighted returns for all the relevant time periods covering the relationship.

_	RM A	IDV Page 6	Applicant Diversified Portfolios, Inc.	SEC File Number: 801-56371	Date: 01/04	
12.	Inv	estment or l	Brokerage Discretion.			
	A.	Does appli	icant or any related person have authority to determ	nine, without obtaining specific client consent	ı. the:	
			ities to be bought or sold?		Vec	No □ No
		(2) amou	int of the securities to be bought or sold?		X	
		(3) broke	er or dealer to be used?		Yes	No X
			nission rates paid?		Yes	No X
	В.	Does appli	cant or a related person suggest brokers to clients		Yes X	N ₀
		of their co	es answer to A describe on Schedule F any limitate ribe on Schedule F the factors considered in select mmissions. If the value of products, research a factor, describe:	ting brokers and determining the concernation.		
		• the pro	oducts, research and services			
		• wheth service	er clients may pay commissions higher than those es	obtainable from other brokers in return for tho	se product	s and
		• wheth	er research is used to service all of applicant's acco	ounts or just those accounts paying for it; and		
		any pr for pro	ocedures the applicant used during the last fiscal yeduct and research services received.	ear to direct client transactions to a particular !	broker in n	etum
13.	Add	itional Com	pensation.			
	Doe	s the applica	nt or a related person have any arrangements, oral	or in writing, where it:		
	A.	is paid cast services) fr	n by or receives some economic benefit (including om a non-client in connection with giving advice :	commissions, equipment or non-research o clients?	Yes	No X

Νo

Νo

 \mathbf{X}

Yes

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

Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

requires prepayment of more than \$500 in fees per client and 6 or more months in advance

Securities and Exchange Commission); or

has custody of client funds or securities (unless applicant is registered or registering only with the

Has applicant provided a Schedule G balance sheet?....

(For each yes, describe the arrangements on Schedule F.)

B.

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

Applicant SEC File Number. Date

Diversified Portfolios, Inc. 801-56371 01/04/2010

Full name of Application Programme P	cant exactly as stated in item 1A of Form Al ortfolios, Inc.	DV:	IRS Employer Identification No.: 38-3143481		
Item of Form (Identify)			00 0170701		
Item 1D. The investment management offered by Diversified Portfolios, Inc. ("DPI", "Applicant", "we is based on the principles of broad diversification and a long-term allocation of assets among bonds and cash, which is consistent with the written objectives of the client. Significant time and effort are spent establishing reasonable and appropriate investment objectives.					
	and investment expectations. Once established, a portfolio is with minimization of transaction the custodian on a daily basis.	s constructed to meet the objective on costs as a key goal. Portfolion	ves. Specific investments are made s are monitored and reconciled with		
	Annual fees are billed quarterly value of the investment account quarter.	y, in arrears, at the beginning of it including cash and cash equiva	each quarter and are based on the alents on the last day of the preceding		
	Annual fee schedule:				
	Annual Fee	Market Value			
	.90% of the first .75% of the next .60% of the next .50% amount over	\$1,000,000 \$1,000,000 \$2,000,000 \$4,000,000			
	account. Applicant does not an	d will not have custody of clients share of capital gains or capital gains or capital a	nsent by withdrawal from the client's s' funds or securities. DPI will not be ppreciation, on any portion of the		
	party can terminate the agreeme	ent at any time upon written noti	s a contract with its clients. Either ice. Upon termination, you will your account prior to termination.		
	subject to two levels of advisor	es in addition to those charged by y fees for the management of the ssessed by the ETFs/ mutual fun	ded funds (ETFs) and mutual funds, y us. Therefore, DPI's clients are eir assets: directly by us and indirectly ds in the portfolio. In no instance is		
Item 4.A.	asset categories are implemente	d using commingled investment	nt's tolerance for risk. Predominantly, vehicles including open-end mutual emented with individual securities.		
Item 4.B.	In addition to using information from the sources indicated, Applicant uses a micro-computer based mutual fund database produced by Morningstar, Inc. in selecting specific mutual funds.				
			Page F-1		

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

Applicant SEC File Number: Date
Diversified Portfolios, Inc. 801-56371 01/04/2010

Full name of Applica Diversified Po	ant exactly as stated in item 1A of Form ADV: ortfolios, Inc.	IRS Employer Identification No.: 38-3143481			
item of Form (Identify)	Answer				
Item 4.C.	Periodically, trades are made to rebalance portfolios or to generate cash for client cash needs. Rober Toal reviews all accounts and when trades are required, a list of trades is prepared. Each trade is entered into either Schwab Link or Schwab Institutional Trading programs (software products that allow for the electronic submission of trades). Before trades are submitted to Schwab, they are again reviewed for accuracy. The trade file is then electronically placed with Schwab and a paper copy of the trade list is kept.				
	An electronic transaction file is received from Schwab the next day. Our trade log is t with the Schwab summary and any discrepancy is corrected immediately. An electron trades is maintained both by date and on a per client basis.				
	A trade made in error is one made mistakenly or unintentionally. In the event an error is made, of whatever nature, in the trading of a client account, steps will be taken to correct the error as soon as practicable. Under normal circumstances a trade would be made to reverse the error immediately upon discovery of the error. However, if this is not allowed, e.g., where the "wash sale" rules of the Internal Revenue Code prevent immediate reversal of an error, then a corrective trade will be placed as soon as allowable.				
	Regardless of the nature of the error, the client will be reimbursed any and all costs that may result from the errant trade. It is the intention of the advisor that the client should suffer no harm from trades erroneously made on his/her behalf.				
Item 5.	Investment professionals must possess a Masters of Business Administration, a Chartered Financial Analyst, (CFA®) designation or have extensive experience in the field of investments. Typically, a minimum of three years experience is required to assume the responsibilities of managing portfolios.				
Item 6.	Robert Edward Toal, President and Chief Compliance Officer Year of birth: 1958				
	Education: BA in Economics from Albion (JD and MBA from University of Designations: CFA®				
	Business Background: President (owner) of Diversified Portfolios, Inc. Thomas Carpenter Post, Investment Advisor Year of birth: 1961				
	Education: BA in History from Cornell Uni Designations: CFP® 1999	versity 1984			
	Business Background: Diversified Portfolios, In Investment Advisor for I	c., Investment Advisor, 01/04/10 to present. ndependence Advisors, Inc., Partner 1993 to 2009.			
		Page F-2			

Schedule F of		
Form ADV		
Continuation She	et for Form ADV P	art II

Applicant SEC File Number Date

Diversified Portfolios, Inc. 801-56371 01/04/2010

Diversified Po	nt exactly as stated in item 1A of Form ADV: rtfolios, Inc. IRS Employer Identification No 38-3143481		
Item of Form (Identify)	Answer		
Item 9.E.	Applicant or related persons may, from time to time, purchase mutual funds that it recommends to clients. The basis for the decision to purchase such funds would be the same as that for the client, i.e., the implementation of a long-term investment strategy.		
	CODE OF ETHICS		
	As of January 7, 2005, DPI adopted a Code of Ethics and has subsequently updated the Code. The Code of Ethics sets forth the standards of business conduct that the firm expects all officers and employees to follow. The Code also describes certain reporting requirements with which individuals employed by the Applicant must comply. We will provide the current copy of the Code of Ethics to any client or prospective client upon request.		
Item 10.	The minimum dollar amount of assets for investment advisory is \$1,000,000. Assets of family members may be aggregated for purposes of determining whether the minimum dollar amount has been met. At DPI's discretion smaller amounts can be accepted.		
Item 12.A.	There are no contractual limitations on the securities to be bought or sold or the amount of such securities to bought or sold for a particular account. Applicant will however, adhere to the guidelines established as part of the asset allocation process described above in the response pertaining to Item 4.C. Applicant has discretion over client accounts solely by reason of a limited power of attorney, which provides the authority to execute transactions through the custodian and does not allow Applicant to withdraw client's funds or securities.		
ltem 12.B.	DPI may recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. DPI is independently owned and operated and not affiliated with Schwab. Schwab provides DPI with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the advisor's clients' assets is maintained in accounts at Schwab Institutional, are not otherwise contingent upon Advisor committing to Schwab any specific amount of business (assets in custody or trading). Schwab's services include brokerage, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.		
46.	For our client accounts maintained in its custody, Schwab generally does not charge separately for custody but is compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through Schwab or that settle into Schwab accounts.		
	Schwab also makes available to DPI other products and services that benefit DPI but may not benefit its clients' accounts. Some of these other products and services assist DPI in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of DPI's fees from our clients' accounts; and assist with back-office functions, recordkeeping and client reporting. Many of these services		
	Page F-3		
	administering clients' accounts. Some of these other products and services assist DPI in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of DPI's fees from our clients' accounts; and assist with back-office functions, recordkeeping and client reporting. Many of these services		

Schedule F	of				
Form ADV					
Continuation	Sheet	for Form	ADV	Part	11

Applicant SEC File Number: Date

Diversified Portfolios, Inc. 801-56371 01/04/2010

	Set for Form ADV Part II			
	ant exactly as stated in item 1A of Form ADV: prtfolios, Inc.	IRS Employer Identification No 38-3143481		
Item of Form (Identify)	Answer			
	generally may be used to service all or a substantial number of DPI's accounts, including accounts not maintained at Schwab Institutional. Schwab Institutional also makes available to DPI other services intended to help DPI manage and further develop its business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, Schwab may make available, arrange and/or pay for these types of services rendered to DPI by independent third parties. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to DPI. While as a fiduciary, DPI endeavors to act in its clients' best interests, and DPI's recommendation that clients maintain their assets in accounts at Schwab may be based in part on the benefit to DPI of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.			
13.B.	DPI may compensate persons for making client referrals to us. If a solicitor has referred you to DPI, you will have received our Form ADV (this document) and a separate solicitor's disclosure brochure. The solicitor's disclosure brochure describes the solicitor's relationship with us and the compensation our solicitor will receive for making the referral. We pay the referral fee to the solicitor; you do not pay that fee. This policy is established pursuant to the rule 206(4)3 under the Investment Advisors Act of 1940. Our referral fees are typically based on a percentage of assets that are placed under our management as a result of the referral. Prior to joining DPI, Thomas C. Post arranged to pay a third party Solicitor for referring clients to his former employer, Independence Advisors, Inc. Under the arrangement, the Solicitor may continue to receive a portion of the standard management fee for a period of time, which may vary on a case-by-case basis. The payment for a referral or solicitation does not influence the fee paid by our client.			
			j	
		Page Page	e F-4	