

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

Applicant: Prudent Investors Network, Inc.	SEC File Number: 801-63281	Date: 3/03/2010
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(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: Prudent Investors Network, Inc.	IRS Empl. Ident. No.: 56-2342131
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Item of Form (identify)	Answer
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1.D.	<p>SERVICES AND FEES</p> <p>INVESTMENT SUPERVISORY SERVICES: Prudent Investors Network, Inc. (hereinafter PIN) provides Investment Supervisory Services, defined as giving continuous advice to a client or making investments for a client based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, PIN develops a client's personal investment policy and creates and manages a portfolio based on that policy. PIN provides this service to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, courts and fiduciaries. PIN will manage advisory accounts on a discretionary and non-discretionary basis. Account supervision is guided by the stated objectives of the client.</p> <p>PIN will create a portfolio including (but not necessarily limited to) no-load, load-waived, or front-load mutual funds. Other types of investments may include individual stocks, ETFs, bonds, managed futures, and other investments suitable for diversification of securities accounts. PIN will allocate the client's assets among various investments taking into consideration the overall management style selected by the client. The mutual funds will be selected on the basis of any or all of the following criteria: the fund's effectiveness in diversifying the final portfolio, the fund's performance history (in terms of both risk and returns); manager tenure; the industry sector in which the fund invests; the fund's investment objectives; the fund's management style and philosophy; and the fund's management fee structure. Portfolio weighting between funds and market sectors will be determined by each client's individual needs and circumstances including risk averseness. Clients will have the opportunity, subject to agreement with PIN (see section below "Planning Consulting and other Services"), to place reasonable restrictions on the types of investments that will be made on the client's behalf. PIN may decline to accept accounts for which the Client's restrictions would make PIN's investment discipline impractical to apply. Clients will retain individual ownership of all securities.</p> <p>To protect portfolios in the face of changing markets PIN may participate in short-term-trading (selling securities within 30 days of purchase) and short sales, though such trades would not be common.</p> <p><u>For California Residents:</u> Subsection (j) of Rule 260.238, California Code of Regulations requires that all investment advisors disclose to their advisory clients that lower fees for comparable services may be available from other sources.</p> <p>MONEY MANAGER SEARCH AND MONITORING: Based on a client's individual circumstances and needs, PIN will determine which of its portfolio management disciplines is appropriate for that client. Factors considered in making this determination include life expectancy, liquidity needs, account size, risk tolerance, the opinion of each client and the client's investment philosophy. PIN will meet with the client on a regular basis, or as determined by the client, to review the account.</p> <p>PERSONAL: Family records, budgeting, personal liability, estate information and financial goals.</p> <p>TAX & CASH FLOW: Income tax and spending analysis and planning for past, current and future years. PIN will illustrate the impact of various investments on a client's current income tax and future tax liability.</p> <p>RETIREMENT: Analysis of current strategies and investment plans to help the client achieve his or her retirement goals.</p> <p>INVESTMENTS: Analysis of investment alternatives and their effect on a client's portfolio. PIN gathers requested information through personal interviews. Information gathered includes a client's current financial status (including current investments), future goals, and attitudes towards risk. Related documents supplied by the client are carefully reviewed, including a questionnaire completed by the client.</p>
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	<p>A written report is then prepared. Should a client choose to implement the recommendations contained in the report, PIN suggests the client work closely with his/her attorney and accountant. Implementation of planning recommendations is entirely at the client's discretion.</p> <p><u>For California residents:</u> Pursuant to California Rule 260.235.2, a conflict exists between the interests of this registrant or its associated persons and the interest of the client; the client is under no obligation to act upon this registrant's or associated person's recommendations; if the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through the registrant, or associated person, when the person is an agent with a licensed broker-dealer or through any associate or affiliate of such person</p> <p>INVESTMENT POLICY STATEMENTS AND INVESTMENT RECOMMENDATION: Clients will complete a questionnaire and meet with PIN (in person or over the telephone) to determine the client's investment needs and goals. PIN will then prepare a written Investment Policy Statement ("IPS") stating those needs and goals and encompassing a prudent investment policy under which these goals are to be achieved. The IPS will also list the criteria for selection of investment vehicles and the procedures and timing interval for monitoring of investment performance. PIN will then review various investments to determine which of these investments are appropriate to implement the client's IPS and will prepare a written investment recommendation for the client's review and approval.</p> <p>CONSULTING AND OTHER SERVICES: Clients can also receive investment advice on a more limited basis. This may include advice on only an isolated area(s) of concern such as estate planning, retirement planning, or any other specific topic. PIN also provides specific consultation and administrative services regarding investment and financial concerns of the client. These services may include forensic research into the activities of prior fiduciaries or investment advisors. This forensic research is typically provided to fiduciaries and courts. PIN also provides charts and analyses of investment results for various third-party asset managers.</p> <p>Additionally, PIN provides advice on non-securities matters. Generally, this is in connection with the rendering of estate planning, insurance, and/or annuity advice.</p> <p>FEE SCHEDULE</p> <p>INVESTMENT SUPERVISORY SERVICES: The annual fee for investment supervisory services will be charged as a percentage of assets under management, according to the schedule below:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Assets under management</th> <th>Annual Fee (%)</th> </tr> </thead> <tbody> <tr> <td>\$50,000 – 99,999</td> <td>1.50%</td> </tr> <tr> <td>100,000 – 249,999</td> <td>1.40%</td> </tr> <tr> <td>250,000 – 499,999</td> <td>1.30%</td> </tr> <tr> <td>500,000 – 999,999</td> <td>1.14%</td> </tr> <tr> <td>1,000,000 – 1,999,999</td> <td>0.99%</td> </tr> <tr> <td>Over \$2,000,000</td> <td>0.80%</td> </tr> </tbody> </table> <p>PIN's minimum account size is \$50,000. As a service to clients with IRAs or other special needs, PIN may at its sole discretion accept smaller accounts. When accepted, the fee for smaller accounts will be 2% per annum. Management of accounts that, subsequent to opening, are drawn down below \$25,000 may be terminated at PIN's discretion. Calculation of the management fee shall be based upon the value of will not constitute a pro-rated credit on management fees.</p>	Assets under management	Annual Fee (%)	\$50,000 – 99,999	1.50%	100,000 – 249,999	1.40%	250,000 – 499,999	1.30%	500,000 – 999,999	1.14%	1,000,000 – 1,999,999	0.99%	Over \$2,000,000	0.80%
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	<p>Client's combined portfolios under PIN's management disciplines from the first dollar (excluding any <i>unmanaged</i> assets PIN has agreed to leave in the accounts) as determined by PIN on the last day of the prior quarter. (For example, an account with \$250,000 of managed assets would be subject to a 1.30% fee on the entire balance, not 2% on the first \$50,000, 1.5% on the next \$50,000, etc.) The client understands the initial billing will include a pro rata fee for the balance of the current quarter. Any partial withdrawals</p> <p>A client's "billing quarter" is based on the month in which he initiated his managed account</p> <p>MONEY MANAGER SEARCH AND MONITORING: There may be occasions when PIN may recommend the use of separate account managers to improve the diversification of accounts. If such advisors are used PIN will be paid by the independent adviser for whom it solicits, based on a percentage of the client's assets under the independent adviser's management. Typically this is 50% of the fee charged by the independent adviser.</p> <p>The management fee is disclosed in the independent investment adviser's disclosure document (Part II of /Form ADV or other disclosure document in lieu of Part II). Other recommended advisers may not pay a solicitation fee to PIN. If such advisers are recommended assets managed by these advisers will be included in PIN's calculation of assets under management using the fee schedule listed above for Investment Supervisory Services.</p> <p>PLANNING, CONSULTING, AND OTHER SERVICES: Fees for expert witness services, financial planning, consulting and charting services are \$250 an hour. An estimate for total hours will be determined at the start of the advisory relationship. 50% of the estimated fee may be due upon signing the advisory agreement, with the balance (based on actual hours) due upon presentation of the plan to the client.</p> <p>Typically the resulting report will be presented to the client within 30 days of the contract date, provided that all information needed for the analysis and preparation of the report has been promptly provided by the client.</p> <p>COMMISSION TRANSACTIONS: In the event that the client desires, the client can engage the PIN's principal executive officer and other employees, in their individual capacities as registered representatives of Ceros Financial Services (CFS), an SEC registered and NASD member broker-dealer to implement investment recommendations on a fully-disclosed commission basis. In the event the client chooses to purchase investment products through CFS, brokerage commissions will be charged by CFS to effect securities transactions, a portion of which commissions shall be paid by CFS to PIN's principal and/or associated persons as applicable. The brokerage commissions charged by CFS may be higher or lower than those charged by other broker-dealers. In addition, PIN's principal and/or associated persons, relative to commission mutual fund purchases, may also receive additional ongoing 12b-1 trailing commission compensation directly from the mutual fund company during the period that the client maintains the mutual fund investment.</p> <p>GENERAL INFORMATION ON FEES: In performing its services, PIN shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. If requested by the client, PIN shall recommend the services of other professionals for implementation purposes. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from PIN. Clients are encouraged to renew PIN's planning services on an annual basis for the purpose of reviewing/updating PIN's previous recommendations and/or services. Moreover, each client is advised that it remains his/her/its</p>

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	<p>responsibility to promptly notify Prudent if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/ revising PIN's previous recommendations and/or services.</p> <p>In certain circumstances, all fees and account minimums may be negotiable. PIN, in its sole discretion, may charge a lesser management fee or impose a lesser account minimum based upon certain criteria (e.g. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, type of asset management services required, related accounts, account composition, negotiations with client, etc. The fee charged is calculated as described above and is not charged on the basis of a share of capital gains upon or capital appreciation of the funds or any portion of the funds of an advisory client (Rule 205 (a)(1) of the investment Advisers Act of 1940).</p> <p>A client agreement may be canceled at any time, by either party, for any reason upon receipt of written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable. The client has the right to terminate an agreement without penalty within five business days after entering into the agreement.</p> <p>All fees paid to PIN for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charged. A client could invest in a mutual fund directly, without the services of PIN. In that case, the client would not receive the services provided by PIN which are designed among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and the fees charged by PIN to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.</p>
2.G.	<p>TYPES OF CLIENTS PIN provides investment management services to fiduciaries, both public and private. PIN may provide forensic research and advisory services to courts and fiduciaries.</p>
3.K.3.	<p>TYPES OF INVESTMENTS Investment advice may be provided on investments such as managed futures programs that typically must be formed as partnerships.</p>
4.A.5.	<p>SECURITIES ANALYSIS METHODS PIN's securities analysis methods also include evaluation of risk using style analysis software.</p>
4.B.8.	<p>SOURCES OF INFORMATION PIN uses institutional databases that provide performance data on mutual funds, stocks and ETFs.</p>
4.C.7.	<p>INVESTMENT STRATEGIES PIN's investment strategies also include sector rotation, sector diversification and hedging strategies to manage investment risk.</p>
5.	<p>EDUCATION AND BUSINESS STANDARDS Persons providing advice to clients on behalf of PIN are required to hold the appropriate examinations and/or designation (if any) required by the jurisdictions in which they have a place of business.</p>

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6.	<p>EDUCATION AND BUSINESS BACKGROUND</p> <p>LEE HOLLOWAY ANKE BORN: 1944 EDUCATION: B.S., Physics; Pomona College; 1966 M.A. Physics University of California, Riverside; 1969 M.B.A., Finance; University of Utah; 1973 Securities Licenses: 7, 24, 63, 65</p> <p>EMPLOYMENT HISTORY FOR PRECEDING FIVE YEARS CEO and Director, Prudent Investor Network, Inc., 04/2003 to present. Registered Representative, Ceros Financial Services, 8/2009 to present Registered Representative, Rydex Financial Services, 04/2003 to 7/2009</p> <p>TED HOP ONG Born: 1952 EDUCATION: B.A., Anthropology; Stanford University; 1975 M.B.A., International Marketing; Brigham Young University; 1977 Securities Licenses: 7, 24, 31, 63, 65 CA Insurance No. 0782651</p> <p>EMPLOYMENT HISTORY FOR PRECEDING FIVE YEARS President and Marketing Director, Prudent Investors Network, Inc., 04/2003 to present. Registered Representative, Ceros Financial Services, 8/2009 to present Registered Representative, Rydex Financial Services, 04/2003 to 7/2009</p> <p>JAMIE PEARSON Born: 1977 EDUCATION: B.S., Business with emphasis in Marketing; Brigham Young University, Provo; 2000 Securities Licenses: 63, 65</p> <p>EMPLOYMENT HISTORY FOR PRECEDING FIVE YEARS Treasurer, Prudent Investors Network, Inc., 09/2001 to present Registered Representative, Ceros Financial Services, 8/2009 to 12/2009 Registered Representative, Rydex Financial Services, 04/2003 to 7/2009</p>
8.C.1 9.B. 9 E.	<p>OTHER BUSINESS ACTIVITIES OF PIN</p> <p>As discussed above in the response to Item 1D of this Schedule F, PIN's principal executive officers and other employees are, in their individual capacities, separately licensed as Registered Representatives of Ceros Financial Services (CFS). In such capacity, they may effect securities brokerage transactions for clients on a fully disclosed commission basis. The securities commission business of PIN's principal executive officers and other employees is separate and apart from PIN's fee-only investment management services discussed in the response to Item 1D above.</p> <p>PIN is an SEC registered investment advisor in California and may also register in other states as required. However, the principal executive officers and other employees are separately licensed as Investment Advisor Associates of Ceros Financial Services, ("CFS") and FINRA member broker-dealer.</p>

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	<p>While these individuals endeavor at all times to put the interest of the clients first as part of PIN's fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest and may affect the judgment of these individuals when making recommendations.</p> <p>As these situations may represent a conflict of interest, PIN has established the following restrictions in order to ensure its fiduciary responsibilities:</p> <ol style="list-style-type: none"> 1) No director, officer or employee of PIN shall buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investment public on reasonable inquiry. No person of PIN shall prefer his or her own interest to that of the advisory client. 2) PIN maintains a list of securities transactions for itself, and anyone associated with this advisory practice with access to advisory recommendations. These transactions are reviewed on a regular basis by an appropriate officer/individual on PIN. 3) All clients are fully informed that certain individuals may receive separate compensation when effecting transactions outside of managed accounts. 4.) Emphasizes the unrestricted right of the client to decline to implement any advice rendered except in situations where PIN is granted discretionary authority of the client's account. 5.) PIN requires that all persons associated with its advisory practice must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. 6.) Any individual not in observance of the above may be subject to termination.
10.	<p>CONDITIONS FOR MANAGING AN ACCOUNT PIN requires a minimum account size of \$50,000 (except as noted under section 1.D. above) and a minimum annual fee of \$500 for Investment Supervisory Services clients. Please refer to Item 1.D. of this Schedule F narrative for complete detail.</p>
12.A.1.	<p>INVESTMENT OR BROKERAGE DISCRETION For discretionary clients, PIN requires written authority allowing it to determine which securities and the amounts of those securities are to be bought or sold.</p> <p>Any limitations on this discretionary authority shall be included in this written authority statement. Clients may change/amend these limitations as required; such amendments shall be submitted in writing. PIN retains the right to decline the management of the account if it finds the limitations unworkable with its management discipline.</p> <p>INVESTMENT SUPERVISORY SERVICES: As discussed above, principal executive officers and other associated persons of PIN are separately registered as representatives of CFS. CFS is required to supervise the securities trading activities of its representatives.</p> <p>As PIN does not have the discretion to choose the broker dealer or the commission rates to be paid, PIN requests that clients direct PIN to place all trades through CFS. PIN has evaluated CFS and believes that CFS will provide PIN clients with a blend of execution services, commission costs and professionalism that will assist PIN in obtaining best execution for transactions. While PIN has a reasonable belief that CFS is able to obtain best execution and competitive prices, PIN will not be independently seeking best execution price capability through other broker dealers. PIN reserves the right to decline acceptance of any client account that directs the use of a broker dealer other than CFS if PIN believes that this would adversely affect PIN's duty to obtain best execution.</p>
12.A.2.	
12.B.	

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13.A.	<p>PROXY VOTING: Clients shall be responsible for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the Client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the Client's investment assets. PIN is authorized to instruct the Custodian to forward to Client copies of all proxies and shareholder communications relating to the Client's investment assets.</p> <p>MONEY MANGER SEARCH AND MONITORING: Clients should refer to the disclosure document(s) of recommended advisers for information on the brokerage recommendations for those entities. No recommended adviser will place trades with the associated persons of PIN, in their separate capacity as registered representatives of CFS.</p> <p>FINANCIAL PLANNING, INVESTMENT POLICY STATEMENT AND INVESTMENT RECOMMENDATION, CONSULTING AND OTHER SERVICES: The services provided to these clients do not include aggregating trades, negotiating commissions with broker dealers or obtaining volume discounts, nor necessarily obtaining the best price. Therefore, clients should understand that if they elect to act on PIN's recommendations by engaging PIN's associated persons in their separate capacities as registered representatives of CFS that lower commissions or better execution may be able to be achieved, for certain types of securities, elsewhere.</p> <p>In performing its services, PIN shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. The client retains absolute discretion over all investment implementation decisions and is free to accept or reject any recommendation made by PIN. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify PIN if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising PIN's previous recommendations and/or services.</p> <p>ADDITIONAL COMPENSATION The principal executive officers and other employees of PIN may from time to time receive 12b-1 distribution fees from investment companies in connection with the placement of client funds into investment companies.</p> <p>While these individuals endeavor at all times to put the interest of the clients first as part of PIN's fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.</p> <p>PIN sponsors the annual or semi-annual conventions or conferences of various professional fiduciary associations (from which the majority of PIN's clientele derives). PIN will receive help in defraying the costs of these events from mutual fund companies and third party advisers that PIN has recommended to clients. PIN makes no commitment to any of these fund companies or advisers to direct future business to them in exchange for this marketing support. PIN will only recommend these (or any) funds or managers when to do so is consistent with the best interest of the client.</p>