

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

IN THE MATTER OF: FP FINANCIAL SERVICES, INC.)
dba GUIDANT WEALTH ADVISORS)
_____)

FILE NO. 1000460

NOTICE OF HEARING

TO THE RESPONDENT: FP Financial Services, Inc.
dba Guidant Wealth Advisors
(CRD#: 123383)
35 West Slade Street
Palatine, Illinois 60067

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5/1] (the " Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602 on the 13th day of April, 2011 at the hour of 10:00 a.m. or as soon as possible thereafter, before James L. Kopecky, Esq., or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an Order shall be entered revoking FP Financial Services, Inc. dba Guidant Wealth Advisors (the "Respondent" registration as an investment adviser in the State of Illinois and/or granting such other relief as may be authorized under the Act including but not limited to the imposition of a monetary fine in the maximum amount pursuant to Section 11.E(4) of the Act, payable within ten (10) business days of the entry of the order.

The grounds for such proposed action are as follows:

1. That at all relevant times, the Respondent was registered with the Secretary of State as an investment adviser in the State of Illinois pursuant to Section 8 of the Act.
2. That the Respondent during the period of January 1, 2010 through November 24, 2010 employed an individual to act as one of its investment adviser representatives. That on or about July 15, 2010 this individual provided investment advisory services to one resident of the State of Illinois.

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3. That Section 8.A of the Act provides, in pertinent part, except as otherwise provided, every investment adviser representative shall be registered as such with the Secretary of State.
4. That the activity described in paragraph two (2) above constitutes the activity of an investment adviser representative as defined in Section 2.12b of the Act.
5. That during all times relevant, the individual described in paragraph two (2) above, was not registered with the Secretary of State as an investment adviser representative pursuant to Section 8 of the Act.
6. That Section 12.D of the Act provides, inter alia, that it shall be a violation of the provisions of the Act for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of the Act or any rule or regulation made by the Secretary of State pursuant to the Act.
7. That by virtue of the foregoing, the Respondent has committed a violation of Section 12.D of the Act.
8. That Section 8.E(1)(g) of the Act provides that the registration of a investment adviser may be revoked if it has violated any of the provisions of this Act.
9. That by virtue of the foregoing, the Respondent's registration as an investment adviser in the state of Illinois is subject to revocation pursuant to Section 8.E(1)(g) of the Act.

You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 ILL. Adm. Code 130)(the "Rules"), to file an answer to the allegations outlined above within thirty (30) days of the receipt of this Notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of Hearing.

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default, unless any Respondent has upon due notice moved for and obtained a continuance.

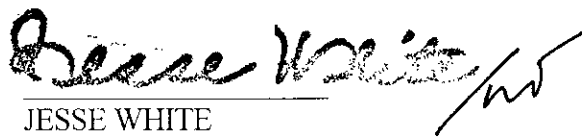
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A copy of the Rules, promulgated under the Act and pertaining to hearings held by the Office of the Secretary of State, Securities Department, is included with this Notice.

Delivery of Notice to the designated representative of any Respondent constitutes service upon such Respondent.

Dated: This 10th day of February 2011.

A handwritten signature in black ink that reads "Jesse White" with a stylized flourish at the end.

JESSE WHITE
Secretary of State
State of Illinois

Attorney for the Secretary of State:

Daniel A. Tunick
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Illinois Securities Department
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Chicago, Illinois 60602
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Hearing Officer:

James L. Kopecky
203 N. LaSalle
Chicago, Illinois 60601