

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

Applicant: ROBERT J. REBY & Co., INC.	SEC File Number: 801-64738	Date: 02/2009
---	-------------------------------	-------------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: ROBERT J. REBY & Co., INC.	IRS Empl. Ident. No.: 06-1289625												
Item of Form (identify)	Answer												
Items 1D and 7A	<p>The Registrant intends to provide its clients (individuals, business entities, trusts, estates and charitable organizations, etc.) with discretionary and non-discretionary investment advisory services, and financial planning services to the extent specifically requested by a client.</p> <p>FINANCIAL PLANNING AND CONSULTING SERVICES <u>To the extent requested by a client</u>, the Registrant <i>may</i> determine to provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone fee basis. Registrant's planning and consulting fees are negotiable, but generally range from \$2,450.00 to \$4,900.00 on a fixed fee basis, and \$100.00 to \$350.00 on an hourly rate basis, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s). Prior to engaging the Registrant to provide planning or consulting services, clients are generally required to enter into a <i>Financial Planning and Consulting Agreement</i> with Registrant setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the portion of the fee that is due from the client prior to Registrant commencing services. If requested by the client, Registrant may recommend the services of other professionals for implementation purposes, including the Registrant's representatives in their his individual capacities as registered representatives of <i>Royal Alliance</i> and/or as licensed insurance agent. (<i>See</i> disclosure below). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from the Registrant. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify the Registrant if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising Registrant's previous recommendations and/or services.</p> <p>INVESTMENT ADVISORY SERVICES The client can determine to engage the Registrant to provide discretionary investment advisory services on a <i>fee</i> basis. The Registrant's annual investment advisory fee shall be based upon a percentage (%) of the market value of the assets placed under the Registrant's management (between .8 % and 2.5%), as set forth below:</p> <table border="0"> <thead> <tr> <th style="text-align: center;"><u>PORTFOLIO VALUE</u></th> <th style="text-align: center;"><u>ANNUAL FEE</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">\$0-\$100,000.00</td> <td style="text-align: center;">2.5%</td> </tr> <tr> <td style="text-align: center;">\$100,000.01-\$499,999.99</td> <td style="text-align: center;">1.4%</td> </tr> <tr> <td style="text-align: center;">\$500,000.00-\$999,999.99</td> <td style="text-align: center;">1.2%</td> </tr> <tr> <td style="text-align: center;">\$1,000,000.00-\$1,999,999.99</td> <td style="text-align: center;">1.0%</td> </tr> <tr> <td style="text-align: center;">\$2,000,000.00 +</td> <td style="text-align: center;">.8%</td> </tr> </tbody> </table> <p>Registrant's annual investment advisory fee shall be prorated and paid quarterly, in advance, based upon the market value of the assets on the last business day of the previous quarter. The Registrant generally does not require a minimum annual fee or asset level for investment advisory services. The Registrant, in its sole discretion, may waive its minimum fee and/or charge a lesser investment management fee based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account</p>	<u>PORTFOLIO VALUE</u>	<u>ANNUAL FEE</u>	\$0-\$100,000.00	2.5%	\$100,000.01-\$499,999.99	1.4%	\$500,000.00-\$999,999.99	1.2%	\$1,000,000.00-\$1,999,999.99	1.0%	\$2,000,000.00 +	.8%
<u>PORTFOLIO VALUE</u>	<u>ANNUAL FEE</u>												
\$0-\$100,000.00	2.5%												
\$100,000.01-\$499,999.99	1.4%												
\$500,000.00-\$999,999.99	1.2%												
\$1,000,000.00-\$1,999,999.99	1.0%												
\$2,000,000.00 +	.8%												

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

composition, negotiations with client, etc.).

Currently, the Registrant intends to allocate client investment assets on both a discretionary and non-discretionary basis (primarily among mutual funds, exchange traded funds, mutual funds individual equity and/or fixed income securities, and separate account managers) in accordance with the client's designated investment objective(s).

In the event that the client requests that the Registrant recommend a broker-dealer/custodian for execution and/or custodial services (exclusive of those clients that may direct the Registrant to use a specific broker-dealer/custodian), Registrant shall generally recommend that investment management accounts be maintained at Charles Schwab & Co., Inc. ("*Schwab*") Prior to engaging Registrant to provide investment management services, the client will be required to enter into a formal *Investment Advisory Agreement* with Registrant setting forth the terms and conditions under which Registrant shall manage the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Broker-dealers such as *Schwab* charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions. When beneficial to the client, individual debt or equity transactions may be effected through broker-dealers with whom Registrant or the client have entered into arrangements for prime brokerage clearing services (in which event, the client shall incur both the transaction fee charged by the executing broker-dealer and a "tradeaway" fee charged by *Schwab*). In addition to Registrant's investment management fee, brokerage commissions and/or transaction fees, the client will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses).

Both Registrant's *Investment Advisory Agreement* and the custodial clearing agreement may authorize the custodian to debit the account for the amount of the Registrant's investment advisory fee and to directly remit that management fee to the Registrant in compliance with regulatory procedures. In the limited event that the Registrant bills the client directly, payment is due upon receipt of the Registrant's invoice. The *Investment Advisory Agreement* between the Registrant and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the *Investment Advisory Agreement*. Upon termination, the Registrant shall refund any unearned portion of the advance advisory fee paid based upon the days remaining in the billing quarter.

Factors that the Registrant considers in recommending *Schwab* (or any other broker-dealer/custodian to clients) include historical relationship with the Registrant, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by Registrant's clients shall comply with the Registrant's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where the Registrant determines, in good faith, that the commission/transaction fee is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although Registrant will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, Registrant's investment management fee. The Registrant's best execution responsibility is qualified if securities that it purchases for client accounts are no-load mutual funds that trade at net asset value as determined at the daily market close.

COMMISSION TRANSACTIONS

In the event that the client desires, the client can engage the Registrant's representatives, in their respective individual capacities, as registered representatives of Royal Alliance Associates, Inc. ("*Royal*"), an SEC registered and FINRA member broker-dealer, to implement investment recommendations on a fully-disclosed commission basis. In the event the client chooses to purchase

	<p>investment products through <i>Royal</i>, brokerage commissions will be charged by <i>Royal</i> to effect securities transactions, a portion of which commissions shall be paid by <i>Royal</i> to Registrant's Principal and/or Associated Persons, as applicable. The brokerage commissions charged by <i>Royal</i> may be higher or lower than those charged by other broker-dealers. In addition, <i>Royal</i>, as well as Registrant's Principal and/or Associated Persons (as applicable), 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><u>MISCELLANEOUS</u></p> <p><u>Client Obligations.</u> In performing its services, Registrant 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. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify the Registrant if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising Registrant's previous recommendations and/or services.</p> <p><u>Assignment.</u> Neither the Registrant nor the client may assign the <i>Investment Advisory Agreement</i> without the prior consent of the other party. Transactions that do not result in a change of actual control or management of the Registrant shall not be considered an assignment.</p> <p><u>Disclosure Statement.</u> A copy of Registrant's written disclosure statement as set forth on Part II of Form ADV shall be provided to each client prior to or contemporaneously with the execution of the <i>Financial Planning and Consulting Agreement</i> or <i>Investment Advisory Agreement</i>. Any client who has not received a copy of Registrant's written disclosure statement at least 48 hours prior to executing the <i>Financial Planning and Consulting Agreement</i> or <i>Investment Advisory Agreement</i> shall have five business days subsequent to executing the agreement to terminate the Registrant's services without penalty.</p>
Item 5	All individuals that give advice on behalf of the Registrant must have earned a college degree and/or have substantive investment-related experience. In addition, all such individuals shall have attained all required investment-related licenses and/or designations.
Item 6	<p>ROBERT J. REBY DOB: 1962 James Madison University, B.B.A. Robert J. Reby & Company, Inc., August 1989-Present Royal Alliance Associates- Registered Representative, February 2001- Present Securities Services Network, Inc. – Registered Representative</p> <p>LAURIE A. HAM DOB: 1962 Robert J. Reby & Company, Inc., -Chief Operating Officer & Chief Compliance Officer, April 2008-present Robert J. Reby & Company, Inc., -Chief Compliance Officer & Managing Director of Client Service, September 2006-April 2008 Robert J. Reby & Company, Inc., -Managing Director of Client Service, May 2005-present Royal Alliance Associates, Inc.-Registered Representative, November 2005 to present Northeast Bank, Asst. VP Operations, August 1986-March 1999</p> <p>PATRICK M. DOHERTY DOB: 1971 Niagra University, B.S. Robert J. Reby & Company, Inc.-Investment Adviser Representative, August 2007-present Robert J. Reby & Company, Inc.-Client Service Manager, November 2006-August 2007 Royal Alliance Associates, Inc., Registered Representative, November 2006-present Commerce Capital Markets, Financial Advisor, March 2004-November 2006 Morgan Stanley, Financial Advisor, May 2002-October 2003</p>

	<p>United Processing Corporation, AVP Operations, January 2000-April 2002 Doherty Farms, Inc., Operations Manager, May 2993-August 1999</p> <p>GEORGE KOETL DOB: 1955 Lehman College (CUNY), B.S. Robert J. Reby & Company, Inc.-Investment Adviser Representative, January 2005 to present UBS Financial Services-Financial Advisor, October 2000 to January 2005 Merrill Lynch-Financial Advisor, March 1997 to October 2000</p> <p>PAUL K. KUPCHOK DOB: 1977 Pace University, B.A. Robert J. Reby & Company, Inc.-Investment Adviser Representative, October 2006 to present Robert J. Reby & Company, Inc.-Client Relationship Manager, October 2002-October 2006 Royal Alliance Associates, Inc.-Registered Representative, February 2002-present Solomon Smith Barney-Broker, June 2001-October 2001 Solomon Smith Barney-FA Training, January 2001-May 2001 Paine Webber-Financial Adviser, September 2001-January 2002</p> <p>KARL G. SEELAUS DOB: 1943 University of Pennsylvania, B.A. Robert J. Reby & Co., Inc.-Investment Adviser Representative, February 2006-present Royal Alliance Associates, Account Vice President, September 1984-February 2006</p>
Items 8C(1), 8C(9) and 9B	<p>COMMISSION TRANSACTIONS/12b-1 fees/Insurance</p> <p>Royal Alliance. In the event that the client desires, the client can engage the Registrant’s representatives, in their respective individual capacities, as registered representatives of Royal Alliance Associates, Inc. (“<i>Royal Alliance</i>”), an SEC registered and FINRA member broker-dealer, to implement investment recommendations on a fully-disclosed commission basis. In the event the client chooses to purchase investment products through <i>Royal Alliance</i>, brokerage commissions will be charged by <i>Royal Alliance</i> to effect securities transactions, a portion of which commissions shall be paid by <i>Royal Alliance</i> to Registrant’s representatives, as applicable. The brokerage commissions charged by <i>Royal Alliance</i> may be higher or lower than those charged by other broker-dealers.</p> <p>12b-1 Fees: <i>Royal Alliance</i>, as well as Registrant’s Principals, 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 a mutual fund investment.</p> <p>Insurance. In addition, certain of Registrant’s Principals and/or Associated Persons are also licensed insurance agents, and in such capacities, may recommend the purchase of certain insurance-related products on a commission basis.</p> <p>Please Note: No client or prospective client is required to purchase any commission securities or insurance products from the Registrant’s representatives.</p>
Item 9E	<p>The Registrant intends to implement an investment policy relative to personal securities transactions. This investment policy is part of Registrant’s overall Code of Ethics which serves to establish a standard of business conduct for all of Registrant’s Associated Persons that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.</p> <p>In accordance with Section 204A of the Investment Advisers Act of 1940, the Registrant also</p>

	maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by the Registrant or any person associated with the Registrant.
Item 12B	<p>Please see the previous responses set forth on this Schedule F to Item 1D. In addition, to the extent applicable to the transactions to be effected, Registrant's general policies relative to the execution of client securities brokerage transactions are as follows:</p> <p><u>Execution of Brokerage Transactions (when applicable)</u>. If requested, Registrant will arrange for the execution of securities brokerage transactions for the account through broker-dealers that Registrant reasonably believes will provide "best execution". In seeking "best execution", the determinative factor is not the lowest possible commission cost but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services including execution capability, commission rates, and responsiveness. Accordingly, although Registrant will seek competitive commission rates, it may not necessarily obtain the lowest possible commission rates for account transactions.</p> <p>Registrant may (but is not obligated to) combine or "batch" client orders to obtain "best execution", to negotiate more favorable commission rates or to allocate equitably among Registrant's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among Registrant's clients in proportion to the purchase and sale orders placed for each client account on any given day.</p> <p>The client may direct Registrant to use a particular broker-dealer (subject to Registrant's right to decline and/or terminate the engagement) to execute some or all transactions for the client's account. In such event, the client will negotiate terms and arrangements for the account with that broker-dealer, and Registrant will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by Registrant. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.</p> <p>In the event that the client directs Registrant to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through Registrant.</p> <p>In the event that the transactions for a client's accounts are effected through a broker-dealer that refers investment management clients to Registrant, there exists the potential for conflict of interest if the accounts incur higher commission or transaction costs than the accounts would otherwise have incurred had the client determined to effect account transactions through alternative clearing arrangements that may have been available through Registrant.</p> <p><u>Proxy Voting Policy</u>. The Registrant does not vote client proxies. Clients maintain exclusive responsibility 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.</p> <p>See additional disclosure at Item 13A relative to <i>Schwab</i>.</p>
Item 13A	<p>Please see disclosure above regarding Registrant's representatives as registered representatives of <i>Royal</i> and as licensed insurance agents.</p> <p>Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, Registrant may receive from <i>Schwab</i> without cost (and/or at a discount) support services and/or products, certain of which assist the Registrant to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by the Registrant may be investment-related research, pricing</p>

information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by Registrant in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that *may* be received may assist the Registrant in managing and administering client accounts. Others do not directly provide such assistance, but rather assist the Registrant to manage and further develop its business enterprise.

Registrant's clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* as result of this arrangement. There is no corresponding commitment made by the Registrant to *Schwab* or any other any entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

The Registrant's Chief Compliance Officer, Laurie A Ham, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest any such arrangement may create.