

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2013-01-10** | Period of Report: **2012-12-31**  
SEC Accession No. [0001279926-13-000001](#)

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**PACIFIC FINANCIAL GROUP INC**

CIK: [1279926](#) | IRS No.: **911257006** | State of Incorporation: **WA**  
Type: **13F-HR** | Act: **34** | File No.: **028-10839** | Film No.: **13522218**

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425-451-7722

<TABLE>

FORM 13F INFORMATION TABLE											
NAME OF ISSUER	TITLE OF CLASS	CUSIP	VALUE	SHARES/	SH/	PUT/	INVSTMT	OTHER	VOTING AUTHORITY		
			(x\$1000)	PRN	AMT	PRN	CALL	DSCRETN	MANAGERS	SOLE	SHARED
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>
Energy Sector SPDR	ETF	81369Y506	550	7701.000	SH		SOLE		7484.000		217.000
Financial Select Sector SPDR	ETF	81369Y605	881	53736.000	SH		SOLE		52220.000		1516.000
ISHARES MORNINGSTAR FUND LARGE	ETF	464287127	932	11362.369	SH		SOLE		10974.000		388.369
ISHARES RUSSELL 1000 VAL RUSSE	ETF	464287598	254	3486.000	SH		SOLE		3486.000		
ISHARES RUSSELL MIDCAP VALUE I	ETF	464287473	295	5870.000	SH		SOLE		5870.000		
ISHARES S&P 500 GROWTH S&P 500	ETF	464287309	815	10757.000	SH		SOLE		10757.000		0.000
ISHARES S&P MIDCAP 400 VALUE I	ETF	464287705	268	3040.000	SH		SOLE		3040.000		
ISHARES S&P SMCAP VALUE VALUE	ETF	464287879	727	8985.000	SH		SOLE		8985.000		0.000
ISHARES TR RUSSELL 1000 RUSSEL	ETF	464287614	487	7442.000	SH		SOLE		7442.000		
ISHARES TR RUSSELL 1000 RUSSEL	ETF	464287622	508	6413.000	SH		SOLE		4142.000		2271.000
ISHARES TR S&P MIDCAP S&P MIDC	ETF	464287507	682	6706.000	SH		SOLE		6706.000		0.000
ISHARES TRUST S&P 500 S&P 500	ETF	464287200	7892	55132.822	SH		SOLE		48228.335		6904.487
POWERSHS QQQ TRUST SER 1	ETF	73935a104	1307	20069.265	SH		SOLE		19715.000		354.265
Power Shares Dynamic Large Cap	ETF	73935x708	330	15106.705	SH		SOLE		14393.000		713.705
S P D R S&P 500 ETF TR EXPIRIN	ETF	78462F103	3044	21374.000	SH		SOLE		19168.000		2206.000
SECTOR SPDR CONSUMER FD SHARES	ETF	81369y407	570	12015.000	SH		SOLE		11676.000		339.000
SECTOR SPDR TR CON STPLS SHARE	ETF	81369Y308	551	15783.000	SH		SOLE		15339.000		444.000
SPDR DOW JONES INDL AVG INDUST	ETF	78467x109	1777	13611.000	SH		SOLE		13611.000		
SPDR S&P MIDCAP 400 ETF	ETF	78467Y107	519	2794.000	SH		SOLE		2794.000		
Technology Select Sector SPDR	ETF	81369y803	1059	36702.000	SH		SOLE		35665.000		1037.000
VANGUARD LARGE CAP	ETF	922908637	1101	16890.000	SH		SOLE		16890.000		
Vanguard Materials ETF	ETF	92204A801	286	3398.246	SH		SOLE		3301.000		97.246
Vanguard Mega Cap 300 Index ET	ETF	921910873	1869	38278.631	SH		SOLE		37343.781		934.850
Vanguard S&P 500 ETF	ETF	922908413	1647	25264.806	SH		SOLE		21685.000		3579.806
Vanguard S&P Mid-Cap 400 Index	ETF		359	5268.000	SH		SOLE				5268.000
Vanguard Utilities	ETF	92204A876	273	3625.149	SH		SOLE		3522.000		103.149
iShares DJ US Healthcare	ETF	464287762	556	6663.117	SH		SOLE		6476.000		187.117
iShares DJ US Industrial	ETF	464287754	728	9926.144	SH		SOLE		7712.000		2214.144
MICROSOFT CORP	STOCK	594918104	6358	238044.001	SH		SOLE		238044.001		
ISHARES TR MSCI EAFE FD MSCI E	ETF	464287465	332	5845.000	SH		SOLE		5845.000		

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