



AdviceOne Advisory Services, LLC

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March 28, 2019

Form ADV, Part 2A; our “Disclosure Brochure” or “Brochure” as required by the U.S. Securities and Exchange Commission (“SEC”) is a very important document between Clients [you, your, direct client, indirect client (clients obtained through our joint advisory agreements with non-affiliated financial advisors)] and AdviceOne Advisory Services, LLC (“AdviceOne”, “us”, “we”, “our”). AdviceOne’s IARD firm number is 111614.

This Disclosure Brochure provides information about our qualifications and business practices. If you have any questions about the contents of this Disclosure Brochure, please contact us at (860) 659-4900. The information in this Disclosure Brochure has not been approved or verified by the SEC or by any state securities authority.

We are a registered investment adviser with the SEC. Our registration as an investment adviser does not imply any level of skill or training. Additional information about AdviceOne is also available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with our firm name or our IARD firm number 111614.

## Item 2 – Material Changes

### **Material Changes**

The following material changes have been made to this Disclosure Brochure since the last filing and distribution to Clients:

- We have updated our fees for our Direct Portfolio Management and Financial Planning services. Please see Item 5 for additional details.
- We will no longer pro-rate fees for any deposits made into a client account. Please see Item 5 for additional details.
- AdviceOne primarily recommends TD Ameritrade, Inc. as the client’s “qualified custodian”. Please see Item 12 and Item 14 for additional details.

This Disclosure Brochure was developed in response to new requirements adopted and imposed by the SEC under the Investment Advisers Act of 1940, as amended (the “Advisers Act”).

1. In future filings, this section of the Disclosure Brochure will address only those “material changes” that have been incorporated since our last delivery or posting of this Disclosure Brochure on the SEC’s public disclosure website (IAPD) at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).
2. We may, at any time, update this Disclosure Brochure and send a copy to you with a summary of material changes, or a summary of material changes that includes an offer to send you a copy [either by electronic means (email) or in hard copy form].
3. If you would like another copy of this Disclosure Brochure, please download it from the SEC website as indicated above or you may contact our Chief Compliance Officer, Michael P. Grossman at (860) 659-4900 or via email at [mgrossman@adviceonellc.com](mailto:mgrossman@adviceonellc.com).

## Item 3 – Table of Contents

Item 2 – Material Changes .....	i
Item 3 – Table of Contents .....	ii
Item 4 – Advisory Business .....	1
Item 5 – Fees and Compensation .....	5
Item 6 – Performance-Based Fees and Side-By-Side Management .....	8
Item 7 – Types of Clients .....	8
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss .....	9
Item 9 – Disciplinary Information .....	10
Item 10 – Other Financial Industry Activities and Affiliations.....	10
Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	11
Item 12 – Brokerage Practices.....	12
Item 13 – Review of Accounts .....	13
Item 14 – Client Referrals and Other Compensation.....	14
Item 15 – Custody.....	16
Item 16 – Investment Discretion .....	16
Item 17 – Voting Client Securities (i.e., Proxy Voting).....	16
Item 18 – Financial Information.....	17

## Item 4 – Advisory Business

AdviceOne Advisory Services, LLC (AdviceOne, us, we, our) is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”), which was organized as a limited liability company under the laws of the State of Connecticut in December 1999. AdviceOne is wholly owned by Michael P. Grossman (President and Chief Compliance Officer). As of December 31, 2018, we have \$673,604,927 of assets under management managed, all of which are managed on a discretionary basis.

We offer investment advisory services, through investment and portfolio management, to individuals, high net worth individuals and non-profit organizations such as churches, and corporations. This Disclosure Brochure provides you with information regarding our qualifications, business practices, and the nature of advisory services that should be considered before becoming our advisory client.

Please contact Michael P. Grossman, President and Chief Compliance Officer, if you have any questions about this Disclosure Brochure at (860) 659-4900 or via email at [mgrossman@adviceonellc.com](mailto:mgrossman@adviceonellc.com).

Individuals associated with us will provide our investment advisory services. These individuals are appropriately licensed and qualified to provide advisory services on our behalf. Such individuals are known as Investment Advisor Representatives (“IARs”).

Below are descriptions of the investment advisory and financial planning services we offer. For more detail on any product or service please reference the advisory agreement, or speak with your IAR.

### **Wealth Management Services**

AdviceOne may provide clients with wealth management services, which generally includes a broad range of comprehensive financial planning and consulting services in connection with discretionary management of investment portfolios. These services are described below.

### **Investment Advisory Services**

Our IARs provide continuous and regular investment advisory services on a discretionary basis to you in connection with establishing and monitoring of your investment objectives, risk tolerance, asset allocation goals and time horizon. In addition, our IARs may provide information and research about investment products and strategies, and review portfolio

performance reports. You have the opportunity to place reasonable restrictions or constraints on the way your account is managed; however, such restrictions may affect the composition and performance of your portfolio. For these reasons, performance of the portfolio may not be identical with our average client.

We offer investment advisory services primarily through “Advisor Managed Fee Based Accounts” and through “Third Party Managed Accounts”. In such instances where the client’s assets are managed through Third Party Managed Accounts (herein an “Independent Manager”), the client may be required to authorize and enter into an advisory agreement with the Independent Manager[s] that defines the terms in which the Independent Manager[s] will provide investment management and related services. We may also assist in the development of the initial policy recommendations and managing the ongoing client relationship. We will perform initial and ongoing oversight and due diligence over the selected Independent Manager[s] to ensure the Independent Managers’ strategies and target allocations remain aligned with its clients’ investment objectives and overall best interests. The client, prior to entering into an agreement with unaffiliated investment manager[s] or investment platform[s], will be provided with the Independent Manager's Form ADV 2A (or a brochure that makes the appropriate disclosures).

Services provided under some or all of these options may be available from other providers for lesser fees.

### **Portfolio Management Services Provided to Direct Clients**

For account[s] managed on a discretionary basis, such discretion must be granted in writing. We manage your account and make investment decisions without consultation with you that would involve determinations regarding which securities are bought and sold, the total amount of securities to be bought or sold, and the price per share at which securities transactions are effected. Our discretionary authority in making these determinations will be limited by conditions imposed by you in your investment guidelines, objective, or instructions otherwise provided to us.

Our IARs serve as your investment consultant and assist in identifying your long-term goals and investment objectives, develop the appropriate investment strategy to achieve those goals and objectives, determine the suitability of our services, assess the

performance of your accounts, and determine whether our asset management services continue to be consistent with your long-term goals and investment objectives.

We do not manage accounts on a non-discretionary basis, however will give advice on accounts not held at the Custodian recommended by AdviceOne.

We believe strongly in the benefits of portfolio diversification. We attempt, through asset allocation strategies, to achieve the return targets of our portfolios while controlling or limiting portfolio volatility. In developing our asset allocation strategies, we utilize proprietary asset allocation models that focus on long-term future asset class return, risk and correlation expectations. We review and modify our asset allocation models periodically to incorporate the results of ongoing research. These reviews may result in changes to our portfolios' asset allocation strategies.

Once we have established the investment strategy and engaged an Independent Manager[s], as applicable, for each portfolio, we monitor the strategy and the Independent Manager[s] in the portfolio, and make adjustments in the portfolio when we believe such adjustments to be advisable.

Adjustments are made to bring portfolios back within established tolerances when such adjustments are deemed beneficial to the direct client. In determining whether to rebalance a portfolio, we may consider such factors as the cost versus the anticipated added value of any transaction that would be necessary in order to reestablish tolerance levels. The tax impact of rebalancing trades may also be considered for taxable accounts. The timing of all rebalancing activity is solely in our discretion.

### **Portfolio Management Services Provided to Indirect Clients**

We have entered into joint advisory agreements with non-affiliated financial advisors (i.e., other registered investment advisors) and their clients (indirect client) to provide investment supervisory services to their clients. Such joint advisory agreements call for us to manage their assets and perform certain other investment consulting services for those indirect clients. The non-affiliated financial advisors introduce and assist the indirect client in establishing a relationship with us.

The indirect clients' non-affiliated financial advisor serves as the investment consultant and assists the indirect clients identify their long-term goals and investment objectives, develops the appropriate investment strategy to achieve those goals and objectives, determines the suitability of our services, assesses the performance of their accounts, and determines whether our asset management services continue to be consistent with their long-term goals and investment objectives.

We intend to primarily allocate the indirect client's investment management assets, on a discretionary basis, in accordance with the indirect client's investment objectives. The indirect clients are advised to promptly notify their non-affiliated financial advisors if there are ever any changes in their financial situation or investment objectives.

We believe strongly in the benefits of portfolio diversification. We attempt, through asset allocation strategies, to achieve the return targets of our portfolios while controlling or limiting portfolio volatility. In developing our asset allocation strategies, we utilize proprietary asset allocation models that focus on long-term future asset class return, risk and correlation expectations. We review and modify our asset allocation models periodically to incorporate the results of ongoing research. These reviews may result in changes to our portfolios' asset allocation strategies.

Once we have established the asset allocation strategy and selected managers for each portfolio, we monitor the strategy and the managers in the portfolio, and make adjustments in the portfolio when we believe such adjustments to be advisable.

Adjustments are made to bring portfolios back within established tolerances when such adjustments are deemed beneficial to the indirect client. In determining whether to rebalance a portfolio, we may consider such factors as the cost versus the anticipated added value of any transaction that would be necessary in order to reestablish tolerance levels. The tax impact of rebalancing trades may also be considered for taxable accounts. The timing of all rebalancing activity is solely in our discretion.

The non-affiliated financial advisors that provide investment consulting services to the indirect clients as part of these joint advisory relationships charge a fee for their services. We have no role in establishing the fees charged by the non-affiliated financial advisors. We enter into joint advisory agreements with non-affiliated financial advisors and their clients. Such joint advisory agreements call for us to manage assets for indirect clients and call for the non-affiliated financial advisor to perform certain other investment consulting services for the indirect clients. Under such joint advisory agreements our services and fees are clearly stated, and the non-affiliated financial advisor's services and fees are clearly and separately stated. Typically, the custodian collects both fees from the indirect client's account and distributes the fees to us and the non-affiliated financial advisor.

### **Financial Planning Services**

We will provide financial planning and investment advisory services by conducting a series of meetings together, which will result in improving your overall financial preparedness. The meeting will include a retirement plan spreadsheet matched to your particular income and spending needs and an asset allocation matched to your particular

risk tolerance. The meetings with the IAR will strive to educate you with respect to overall estate planning, retirement planning, insurance planning, income tax planning, and investment planning. The IAR will review your financial information and recommend specific investments and asset allocations to satisfy your financial goals and objectives.

You authorize the IAR to enter into such agreements and make such representations as may be necessary or proper in connection with the performance of its duties under this agreement. Because the meetings will be based on the information that you provide to the IAR, the completeness and accuracy of the information you provide is very important. Once you have completed the planning process, you will have the sole responsibility for determining whether to implement the recommendations contained therein.

The series of meetings and the completion of the initial plan are typically completed within three (3) months of contract date, assuming all information and documents requested are provided promptly. Once the initial planning is completed a client typically attends 2-3 meetings per year to continue the planning. We will not charge a pro rata services fee if you end this relationship mid-year.

Typically, in the fourth meeting after you have a better understanding of how we deliver our services, you will be required to enter into a financial planning agreement. This agreement sets forth the terms and conditions of the services to be provided, and the fee that is due. If requested, we may recommend the services of other professionals for implementation purposes, including us in our separate individual licensed insurance professionals.

You are under no obligation to engage the services of any such recommended professional. You are free to accept or reject any recommendation. Moreover, you are advised that you have the responsibility to promptly notify us if your financial situation or investment objectives change for the purpose of reviewing/evaluating/revising our previous recommendations and/or services.

### **Wrap Fee Programs**

We do not sponsor a wrap fee program. Clients are responsible for all transaction costs in their account[s].

## **Item 5 – Fees and Compensation**

### **General Account Characteristics**

Described below are general characteristics regarding “other” fees incurred, payment of fees, and termination of contracts that will affect your account[s]. Following these



disclosures are descriptions of the accounts or services that we offer, the basic management fee structures and any unique characteristics. All fees and compensation will be fully described in the investment advisory agreement entered into prior to commencement of services. For a more complete discussion and disclosure regarding any services or fee structure, we will provide a detailed advisory agreement and/or the non-affiliated financial advisor's Disclosure Brochure.

### Other Fees

Generally, fees for investment advisory accounts are based on a percentage of the market value of assets under management, including cash. However, the advisory fee does not cover charges imposed by third parties for investments held in the account[s], such as contingent deferred sales charges or 12b-1 trails on mutual funds. In result, the client may be invested into share classes of a mutual fund that has a higher expense ratio. This has potential in the client paying a higher investment costs. In addition, each mutual fund or non-affiliated financial advisor charges asset management fees, which are in addition to the advisory fees charged by us. The fees charged by such funds or non-affiliated financial advisors are disclosed in each fund's prospectus or non-affiliated financial advisor's Disclosure Brochure. The advisory fee also does not cover debit balances or related margin interest, SEC fees or other fees or taxes required by law. In addition, certain accounts may require a minimum advisory fee or quarterly maintenance fee that will be detailed in the applicable advisory agreement.

### Payment of Fees

Fees are payable quarterly, in advance of each calendar quarter, and automatically deducted from the client's account[s] at the custodian. Clients with multiple accounts or assets held away from the custodian, may be billed to the client's taxable account[s] at the custodian pursuant to the advisory agreement. Our fee for advisory services will be based on the ending value of the account[s] on the last day of the billing cycle and is payable in advance. The first advisory fee is based on the value of the account[s] on the first day of management by us. The first advisory fee will be assessed at the beginning of the next billing cycle.

Both our investment advisory agreement and the custodial/clearing agreement may authorize the custodian to debit the account for the amount of our investment advisory fee and to directly remit that management fee to us in compliance with regulatory procedures. The custodian will provide you with a quarterly statement reflecting deduction of the advisory fee.

Non-affiliated financial advisors will calculate their fees based on quarter ending balances as disclosed in the client agreement and accompanying fee schedule.

### **Termination of Contracts**

The agreement shall remain in force and effect until terminated upon ten (10) days prior written notice by either party. Fees paid in advance will be prorated to the effective date of termination and any unearned portion of the fee will be promptly refunded to the client. Upon client instructions, the custodian will deliver securities and funds held at custodian as instructed by client unless client requests that the securities and funds be liquidated. Termination of the agreement will not affect the liabilities or obligations of the parties arising out of any transaction initiated prior to termination. This agreement will not terminate in the event of the client's death, disability, or incompetence. However, in the event of client's death, disability, or incompetence, client executor, guardian, attorney-in fact or other authorized representative may terminate this agreement by giving written notice to us with such termination being effective upon our receipt of such notice.

We will deliver the applicable Form ADV 2A - Disclosure Brochure[s] to you before or at the time we enter into an investment advisory agreement with you.

Detailed information on the termination terms and fees can be found in the applicable advisory agreement.

### **Wealth Management Services**

For Clients engaged for comprehensive wealth management services, the client will be charged a single, combined fee for portfolio management and financial planning services based on the market value of assets under management.

### **Portfolio Management Services Provided to Direct Clients**

Related to portfolio management services described in Item 4 above, fees charged a maximum annual fee of 2.00% based on several factors, including the level of assets to be managed, the complexity of the services to be provided, and the overall relationship with us. Relationships with multiple objectives, specific reporting requirements, portfolio restrictions and other complexities may be charged a higher fee.

### **Portfolio Management Services Provided to Indirect Clients**

We charge an annual fee of 0.20% with a minimum of \$50 per quarter, per household. This fee is non-negotiable and paid quarterly. Fees are based on a percentage of the value of your account[s]. The non-affiliated financial advisor's fee may or may not be

negotiated. In addition, minimum account balances may be required by the non-affiliated financial advisor.

### **Financial Planning Services**

The meetings will include a retirement plan spreadsheet matched to your particular income and spending needs and an asset allocation matched to your particular risk tolerance. We offer financial planning services for up to \$20,000. The fee for this service will be determined according to the complexity of the plan as well as the extent of service you desire. The actual fee will be given upon contracting with you.

An initial financial planning fee, of up to \$20,000, is paid in advance. This fee is non-refundable unless the contract is terminated within five (5) days of signing the financial planning agreement. The initial plan will be completed within six (6) months. Ongoing planning services are paid annually, in arrears. Ongoing services will not be charged until five (5) quarters after the initial plan is completed and annually thereafter. Clients who end this relationship will not be charged their annual anniversary fee on a pro rata basis.

All costs are disclosed to you. Our recommendations will result in products, which may or may not be held at our firm. There may be times where commissionable insurance may be recommended, which poses a potential conflict of interest as our IARs may recommend products for which a commission is earned instead of an ongoing advisory fee. Our IARs will fully disclose this conflict of interest if and when it arises. An IAR may receive commissions for these implementations in one's separate capacity as a licensed insurance professional or a registered representative of a broker-dealer.

You are not obligated to implement any recommendations made by AdviceOne or our IARs or maintain an ongoing relationship with us. If you elect to act on any of the recommendations made by us, you are under no obligation to effect the transaction through AdviceOne. (Please see Item 10).

### **Item 6 – Performance-Based Fees and Side-By-Side Management**

We do not charge advisory fees on a share of the capital gains or capital appreciation of the funds or securities in a client account (so-called performance based fees). Our compensation structure is disclosed in detail in Item 5 above.

### **Item 7 – Types of Clients**

We provide investment advisory services to individuals, high net worth individuals and non-profit organizations such as churches, and corporations. We require a minimum

balance of \$25,000 to open an account, although some accounts of lesser size may be accepted.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

AdviceOne constructs two primary portfolios for our clients comprised mainly of open-ended mutual funds. The fixed income portfolio is designed with the objective of providing current income to our clients and the equity portfolio is designed with the objective of providing long-term growth.

The open-ended mutual funds are selected to provide diversification across asset classes and to manage the primary risk factors associated with investing that include inflation, interest rate, currency exchange rate, liquidity, business risk and market volatility.

When selecting these investments, a comprehensive review of the available options in each asset class is undertaken. Both objective and subjective factors are used. Data that is publicly available as well as purchased from trusted sources is analyzed to narrow the list of suitable options. Factors include but are not limited to: the track record of the manager/management team, tenure of the manager/management team, risk and return characteristics of the portfolios, style consistency, valuation multiples, modern portfolio theory (MPT), statistics, and duration and quality for fixed income investments. Cost factors of each fund are also considered.

When potentially suitable open-ended mutual funds are selected, a proprietary process is undertaken. This process includes interviews with members of the fund portfolio manager team. The goal of these interviews is to determine the investment methodology and process used to select and sell individual securities for their portfolios, the philosophy of the managers pertaining to their personal and firm employee's investment in their portfolios, their interaction with the management teams of the companies in which they invest, and their overall philosophy for management in terms of a top-down or bottom-up approach.

The final step is to create the overall allocation of each fund into the complete portfolio. This is achieved by analyzing stock overlap, country and region allocation, allocation to the specific style of investment (large, mid and small capitalization), and assessing how the overall portfolio is weighted towards value or growth for the equity portfolio, and duration and yield for the fixed income portfolio.

Once the portfolios have been created, there are ongoing reviews to ensure that the portfolios continue to meet their objectives. If changes are warranted, individual funds will be replaced.

There are inherent risks involved for each investment strategy or method of analysis we use and the particular type of security we recommend. Investing in securities involves risk of loss, which you should be prepared to bear.

## **Item 9 – Disciplinary Information**

We do not have any legal, financial or other “disciplinary” items to report. We are obligated to disclose any disciplinary event that would be material to you when evaluating us to initiate a client / adviser relationship, or to continue a client /adviser relationship with us. Clients are encouraged to review the background of our firm on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with our firm name or our CRD number 111614.

## **Item 10 – Other Financial Industry Activities and Affiliations**

### **Insurance Agency Affiliations**

Certain IARs are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from one’s role with AdviceOne. As an insurance professional, the IAR may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Our IARs will fully disclose this conflict of interest if and when it arises. The IAR is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Our IARs will fully disclose this conflict of interest if and when it arises. Clients are under no obligation to implement any recommendations made by the IAR or us.

### **Broker-Dealer Affiliation**

Certain IARs are also registered representatives of Securities Services Network, LLC (“SSN”). SSN is a registered broker-dealer (CRD No. 13318), member FINRA, SIPC. In one’s separate capacity as a registered representative, the IAR may receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by the IAR. Neither the AdviceOne nor the IAR will earn ongoing investment advisory fees in connection with any services implemented in the IAR’s separate capacity as a registered representative.

## Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Our firm has adopted a written Code of Ethics in compliance with SEC Rule 204A-1 under the Investment Advisers Act of 1940 (as amended—the Advisers Act) and in compliance with state regulations. All employees of AdviceOne are deemed by the Advisers Act to be supervised persons<sup>1</sup> and are therefore subject to this Code of Ethics. In carrying on its daily affairs, AdviceOne and all of our associated persons shall act in a fair, lawful and ethical manner, in accordance with the rules and regulations imposed by our governing regulatory authority. The Code of Ethics sets forth standards of conduct and requires compliance with state securities laws. Our Code of Ethics also addresses personal trading and requires our personnel to report their personal securities holdings and transactions to our Chief Compliance Officer. We will provide a copy of our Code of Ethics to you or any prospective client upon request within a reasonable period of time at the current address of record.

We have created a Code of Ethics which establishes standards and procedures for the detection and prevention of certain conflicts of interest including activities by which persons having knowledge of the investments and investment intentions of AdviceOne might take advantage of that knowledge for their own benefit. We have in place Ethics Rules (the “Rules”), which are comprised of the Code of Ethics and Insider Trading policies and procedures. The Rules are designed to ensure that our personnel (i) observe applicable legal (including compliance with applicable state and federal securities laws) and ethical standards in the performance of their duties; (ii) at all times place the interests of our clients first; (iii) disclose all actual or potential conflicts; (iv) adhere to the highest standards of loyalty, candor and care in all matters relating to its clients; (v) conduct all personal trading consistent with the Rules and in such a manner as to avoid any actual or potential conflict of interest or any abuse of their position of trust and responsibility; and (vi) not use any material non-public information in securities trading. The Rules also establish policies regarding other matters such as outside employment, the giving or receiving of gifts, and safeguarding portfolio holdings information.

Under the general prohibitions of the Rules, our personnel may not: 1) effect securities transactions while in the possession of material, non-public information; 2) disclose such information to others; 3) participate in fraudulent conduct involving securities held or to be acquired by any client; and 4) engage in frequent trading activities that create or may create a conflict of interest, limit their ability to perform their job duties, or violate any provision of the Rules.

Our personnel are required to conduct their personal investment activities in a manner that we believe is not detrimental to its advisory clients. Our personnel are not permitted

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<sup>1</sup> Supervised person means any partner, officer, director (or other person occupying a similar status or performing similar functions), or employee of an investment adviser, or other person who provides investment advice on behalf of the investment adviser and is subject to the supervision and control of the investment adviser.

to transact in securities except under circumstances specified in the Code of Ethics. However, as described below, there may be circumstances where our personnel may buy and sell on behalf of its clients, securities of issuers or other investments in which they own securities or otherwise have an interest. The policy requires all Access Persons<sup>2</sup> to report all personal transactions in securities not otherwise exempt under the policy. All reportable transactions are reviewed for compliance with the Code of Ethics. The Ethics Rules are available to you and prospective clients upon request by contacting us during regular business hours. We will furnish a copy within a reasonable period of time to you at your current address of record.

Our IARs may buy or sell for their own accounts, securities that are also held by their clients. Conversely, they may buy and sell securities for client accounts which they themselves may own. Such transactions are permitted if in compliance with our Policy on Personal Securities Transactions. Reports of personal transactions in securities by our IARs are reviewed by the Chief Compliance Officer or delegate quarterly or more frequently if required.

We do not, nor does a related person, recommend to you, or buys or sells for your accounts, securities in which we (or a related person) have a material financial interest. Additionally, we do not, nor does a related person, recommend securities to you, or buy or sell securities for your accounts, at or about the same time that we (or a related person) buy or sell the same securities for our own (or the related person's own) account.

We do not execute transactions on a principal or agency cross basis.

## **Item 12 – Brokerage Practices**

AdviceOne does not have discretionary authority to select the broker-dealer/custodian for custody and execution services. The client will engage the broker-dealer/custodian to safeguard your assets and authorize us to direct trades to this custodian as agreed in the investment advisory agreement. Further, we do not have the discretionary authority to negotiate commissions on behalf of you on a trade-by-trade basis.

Where we do not exercise discretion over the selection of the custodian, we may recommend the custodian to you for custody and execution services. You are not obligated to use the recommended custodian and will not incur any extra fee or cost

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<sup>2</sup> Access person means any of your supervised persons who has access to nonpublic information regarding any clients' purchase or sale of securities, or nonpublic information regarding the portfolio holdings of any reportable fund, or who is involved in making securities recommendations to clients, or who has access to such recommendations that are nonpublic. If providing investment advice is your primary business, all of your directors, officers and partners are presumed to be access persons.

associated with using a custodian not recommended by us. However, we may be limited in the services we can provide if the recommended custodian is not engaged. We may recommend the custodian based on criteria such as, but not limited to, reasonableness of commissions charged to you and services made available to you.

AdviceOne and its IARs typically recommend TD Ameritrade Institutional, a division of TD Ameritrade, Inc. “TD Ameritrade”, member FINRA/SIPC. TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer. TD Ameritrade offers to independent investment advisors services, which include custody of securities, trade execution, clearance and settlement of transactions. We receive some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14 below.)

AdviceOne, in certain circumstances, will recommend that clients establish their account[s] at National Financial Services (“NFS”), a FINRA-registered broker-dealer and member SIPC. NFS will serve as the Client’s “qualified custodian”. AdviceOne maintains an institutional relationship with NFS, whereby we receive economic benefits from NFS. (Please see the disclosure under Item 14 below.)

We have no soft dollar arrangements and we do not aggregate trades. However, we do receive certain benefits from TD Ameritrade in the form of economic benefits. Please see Item 14 below for additional details. Although we do not aggregate trades, we will seek to execute securities transactions in a manner that is consistent and does not consistently advantage or disadvantage any particular you or any other client accounts.

## **Item 13 – Review of Accounts**

### **Reviews**

Accounts are reviewed at least quarterly. Reviews of investment accounts typically look at portfolio consistency with regards to your risk tolerance, investment time horizon, performance objectives, and asset allocation instructions. Reviews also consist of account holdings, transactions, charges, and performance as provided on such statements and other account reports. Also if you receive financial planning advice, reviews are made on the same schedule. Reviews cover progress toward financial independence, anticipated distributions toward family legacy goals, anticipated distributions for social capital or charitable goals, as well as other goals communicated



by you. In either type of review, accounts will also be reviewed upon your specific request, or notice of changes in your circumstances.

### **Reviewers**

Accounts are primarily reviewed by your IAR. In addition, our compliance program includes the periodic review of a sample of client accounts for consistency with your risk tolerance, investment time horizon, performance objectives, and asset allocation instructions. There is no minimum number of accounts assigned for the reviewer.

You are provided with written monthly or quarterly account statements from the custodian, depending on the activity in the account. Reports include details of your holdings, asset allocation, and other transaction information. Comparisons to market indices and account performance may be used to evaluate account performance.

You may receive from AdviceOne written performance reports describing AdviceOne account performance, holdings and other activity. The information contained in these reports is collected from sources believed to be reliable. However, you always should rely on your statements received from the custodian.

## **Item 14 – Client Referrals and Other Compensation**

### **Participation in Institutional Advisor Platform**

As disclosed under Item 12, above, we participate in TD Ameritrade's institutional customer program and we may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between our participation in the program and the investment advice it gives to its Clients, although we receive economic benefits through our participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to us by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by our related persons. Some of the products and services made available by TD Ameritrade through the program may benefit us but may not benefit its Client accounts. These products or services may

assist us in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help us manage and further develop its business enterprise. The benefits received by us or our personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, we endeavor at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by us or our related persons in and of itself creates a potential conflict of interest and may indirectly influence our choice of TD Ameritrade for custody and brokerage services.

AdviceOne is incented to recommend that Clients establish accounts with TD Ameritrade due to the following financial support received. Through the relationship with TD Ameritrade, the use of the performance portfolio program, Black Diamond, is subsidized for two years, beginning on October 1, 2018. The receipt of any such compensation creates a financial incentive for AdviceOne to recommend TD Ameritrade the Custodian for the assets in your account. This conflict is mitigated through disclosure and that Clients are not obligated to utilize AdviceOne's recommended Custodian. Additionally, as mentioned above, the Client may directly or indirectly receive other benefits through the engagement with TD Ameritrade. We encourage you to discuss any such conflicts of interest with us before making a decision to custody your assets at TD Ameritrade.

AdviceOne has also established an institutional relationship with NFS to assist the Advisor in managing client account[s]. Access to the NFS platform is provided at no charge to us. We receive access to software and related support without cost because the AdviceOne renders investment management services to clients that maintain assets at NFS. The software and related systems support may benefit us, but not our clients directly. In fulfilling its duties to its clients, AdviceOne endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits from NFS creates a potential conflict of interest since these benefits may influence our recommendation of this custodian over one that does not furnish similar software, systems support, or services.

## **Solicitors**

We do not have any arrangement under which we, or a related person, directly or indirectly compensate any person, who is not our supervised person, or receive compensation from another for client referrals.

## **Item 15 – Custody**

We do not have custody of client funds or securities; however, we will be granted authority, by written consent from you, to deduct the advisory fees directly from your account. The custodian will send to you, at least quarterly, an account statement identifying the amount of funds and each security in the account at the end of period and setting forth all transactions in the account during that period including the amount of advisory fees paid directly to us. You are encouraged to review these reports and compare them against reports received from the independent custodian that services your advisory account. You should immediately inform us of any discrepancy noted between the custodian records and the reports you receive from us.

## **Item 16 – Investment Discretion**

### **Investment Discretion for Direct Clients**

As described in detail in Item 4 above, you will give the Advisor discretionary trading authority with respect to the purchase and sale of no-load mutual funds, other mutual funds at NAV, individual stocks and bonds, and variable annuity sub-account allocations in your account. This authority is disclosed in the client agreement.

### **Investment Discretion for Indirect Clients**

As described in detail in Item 4 above, you will give the non-affiliated financial advisor discretionary authority to more actively manage your assets. You will give the Advisor discretionary trading authority with respect to the purchase and sale of no-load mutual funds, other mutual funds at NAV, individual stocks and bonds, and variable annuity sub-account allocations in your Account. This authority is disclosed in the client agreement.

## **Item 17 – Voting Client Securities (i.e., Proxy Voting)**

We do not vote or assist in voting proxies, nor will we accept authorization to vote client securities. You will receive proxies or other solicitations directly from your custodian or a transfer agent.

## **Item 18 – Financial Information**

We have no financial condition that is reasonably likely to impair our ability to meet contractual commitments to you given that we do not have custody of client funds or securities, or require or solicit prepayment of fees in excess of \$1,200 per client and six months or more in advance. In addition, we are not currently, nor at any time in the past ten years been the subject of a bankruptcy petition.