

Part 2B of Form ADV: Brochure Supplement

Item 1 Cover Page

Asset Preservation Group, Inc.  
2750 William D. Tate Ave.  
Ste. 100  
Grapevine, TX 76051  
817-251-1008  
IARD#108150

Mark S. Henderson  
2750 William D. Tate Ave., Ste 100  
Grapevine, TX 76051  
817-251-1008  
CRD# 242788

This brochure supplement provides information about Mark S. Henderson that supplements the Asset Preservation Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mark S. Henderson, CEO, if you did not receive Asset Preservation Group, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Mark S. Henderson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Dated: March 19, 2020

## Item 2 Educational Background and Business Experience

### Education History:

Mark S. Henderson, born 1946, was raised in Ukiah, CA, 100 miles north of San Francisco. After attending St. Francis Xavier University in Nova Scotia, Canada for two years, Mark enlisted for four years in the USAF that included a tour in Korea. Upon discharge, he finished his education at Boise State University, Idaho, receiving a bachelor's degree with a major in finance, and began his financial planning career.

### Professional Licenses:

➤ Mark S. Henderson earned the Certified Financial Planner ("CFP") professional designation in 1983. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their

CFP® certification.

**Business Background:**

EMPLOYER	START DATE	END DATE	POSITION
Asset Preservation Group, Inc.	July, 1999	Current	CEO, Shareholder
Purshe Kaplan Sterling Investments	October, 2017	Current	Registered Representative
National Planning Corporation	November, 2008	September, 2017	Registered Representative
Henderson & Associates	July, 1992	July, 1999	President
Waddell & Reed, Inc.	April, 1971	June, 1992	Regional Vice President

### Item 3 Disciplinary Information

Mark S. Henderson does not have any disciplinary information to disclose.

A full report that reflects the professional background, business practices, and conduct of our advisory agents is available through the IAPD link at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Should you have any technical difficulties with this link you can call 240-386-4848 for further assistance.

The information that appears on these websites is collected from individual investment adviser representatives, investment adviser firm(s), and/or securities regulator(s) as part of the securities industry's registration and licensing process.

### Item 4 Other Business Activities

Mark S. Henderson is a registered representative of Purshe Kaplan Sterling Investments (Member FINRA/SIPC). In this capacity, he may sell securities through Purshe Kaplan Sterling Investments and receive normal and customary commissions as a result of such purchases and sales. This presents a conflict of interest to the extent that he recommends that you invest in a security which results in a commission being paid to him.

Mark S. Henderson has a Group I Insurance license and provides insurance sales. Mark S. Henderson will seek out the products of any company, agency or brokerage that may have products fitting our client's needs. Mark S. Henderson receives commissions based on the sales of these insurance products. This presents a conflict of interest to the extent that he recommends the purchase of an insurance product which results in a commission being paid to him as an insurance agent.

Approximately 45% of each business day is devoted to sales of securities and insurance.

### Item 5 Additional Compensation

Mark S. Henderson does not receive any economic benefits for providing advisory services from someone who is not a client of the Asset Preservation Group, Inc. that has not already been disclosed in this Brochure.

## Item 6 Supervision

All new accounts undergo careful analysis and review as to appropriateness of assets held and asset allocation and compared to the investment objectives stated by you. After an account has been approved for a specific investment program, the Chief Compliance Officer will monitor the trading activities in the account to ensure that the securities purchased or sold are consistent with your investment objectives.

The Chief Compliance Officer will review the activity in each account at least quarterly to determine if the account has been managed in a manner consistent with your investment objectives and shall discuss any questionable activities in any account with you. The Chief Compliance Officer will also look for any evidence of excessive trading or conflicts of interest between the portfolio manager and you.

Our Firm has established written policies and procedures that it will utilize to supervise. In addition, a Code of Ethics has been adopted, which we have agreed to follow and comply with.

The confidence and trust placed in our Firm and its employees is something we value and endeavor to protect.

Mark S. Henderson, Chief Compliance Officer can be reached at 817-251-1008 should you have any additional questions or concerns.

## Item 7 Requirements for State-Registered Advisers

Not applicable, we are an SEC registered investment adviser.

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Michael S. Franklin  
2750 William D. Tate Ave., Ste 100  
Grapevine, TX 76051  
817-251-1008  
CRD#4747047

This brochure supplement provides information about Michael S. Franklin that supplements the Asset Preservation Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mark S. Henderson, CEO, if you did not receive Asset Preservation Group, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Michael S. Franklin is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Dated: March 19, 2020

## Item 2 Educational Background and Business Experience

### Education History:

Michael Scott Franklin, born 1960, graduated from Auburn University in Auburn, Alabama with a Bachelor of Science ("B.S.") in Aerospace Engineering and later earned a Master of Aeronautical Sciences from Embry-Riddle Aeronautical University in Daytona Beach, Florida and the Certificate in Financial Planning from Boston University.

### Professional Licenses:

➤ Michael Scott Franklin earned the Certified Financial Planner ("CFP") professional designation. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

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- Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### Business Background:

EMPLOYER	START DATE	END DATE	POSITION
Asset Preservation Group, Inc.	March, 2007	Current	Investment Adviser, President, Shareholder
Purshe Kaplan Sterling Investments	October, 2017	Current	Registered Representative
National Planning Corporation	November, 2008	September, 2017	Registered Representative
American Airlines	September, 1991	Current	Pilot
AIG Financial Advisors	March, 2007	October, 2008	Registered Representative
American General Securities, Inc.	January, 2004	March, 2007	Registered Representative

### Item 3 Disciplinary Information

Michael S. Franklin does not have any disciplinary information to disclose.

A full report that reflects the professional background, business practices, and conduct of our advisory agents is available through the IAPD link at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Should you have any technical difficulties with this link you can call 240-386-4848 for further assistance.

The information that appears on these websites is collected from individual investment adviser representatives, investment adviser firm(s), and/or securities regulator(s) as part of the securities industry's registration and licensing process.

### Item 4 Other Business Activities

Michael S. Franklin is a registered representative of Purshe Kaplan Sterling Investments (Member FINRA/SIPC). In this capacity, he may sell securities through Purshe Kaplan Sterling Investments and receive normal and customary commissions as a result of such purchases and sales. This presents a conflict of interest to the extent that he recommends that you invest in a security which results in a commission being paid to him.

Michael S. Franklin has a Group I Insurance license and provides insurance sales. Michael S. Franklin will seek out the products of any company, agency or brokerage that may have products fitting our client's needs. Michael S. Franklin receives commissions based on the sales of these insurance products. This presents a conflict of interest to the extent that he recommends the purchase of an insurance product which results in a commission being paid to him as an insurance agent.

Approximately 45% of each business day is devoted to sales of securities and insurance.

### Item 5 Additional Compensation

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## Item 6 Supervision

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Our Firm has established written policies and procedures that it will utilize to supervise. In addition, a Code of Ethics has been adopted, which we have agreed to follow and comply with.

The confidence and trust placed in our Firm and its employees is something we value and endeavor to protect.

The Supervisor for Michael S. Franklin is Mark S. Henderson, Chief Compliance Officer. Mark S. Henderson can be reached at 817-251-1008 should you have any additional questions or concerns.

## Item 7 Requirements for State-Registered Advisers

Not applicable, we are an SEC registered investment adviser.

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Vernon R. Billingsley  
2750 William D. Tate Ave., Ste 100  
Grapevine, TX 76051  
817-251-1008  
CRD# 1714367

This brochure supplement provides information about Vernon R. Billingsley that supplements the Asset Preservation Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mark S. Henderson, CEO, if you did not receive Asset Preservation Group, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Vernon R. Billingsley is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Dated: March 19, 2020

## Item 2 Educational Background and Business Experience

### Education History:

Vernon Russell Billingsley, born 1962, attended the University of Texas in Austin, Texas and received his Bachelor of Arts (“B.A.”) degree in Economics.

### Business Background:

EMPLOYER	START DATE	END DATE	POSITION
Asset Preservation Group, Inc.	July, 1999	Current	Vice President
Purshe Kaplan Sterling Investments	October, 2017	Current	Registered Representative
National Planning Corporation	November, 2008	September, 2017	Registered Representative

## Item 3 Disciplinary Information

Vernon R. Billingsley does not have any disciplinary information to disclose.

A full report that reflects the professional background, business practices, and conduct of our advisory agents is available through the IAPD link at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Should you have any technical difficulties with this link you can call 240-386-4848 for further assistance.

The information that appears on these websites is collected from individual investment adviser representatives, investment adviser firm(s), and/or securities regulator(s) as part of the securities industry's registration and licensing process.

## Item 4 Other Business Activities

Vernon R. Billingsley is a registered representative of Purshe Kaplan Sterling Investments (Member FINRA/SIPC). In this capacity, he may sell securities through Purshe Kaplan Sterling Investments and receive normal and customary commissions as a result of such purchases and sales. This presents a conflict of interest to the extent that he recommends that you invest in a security which results in a commission being paid to him.

Vernon R. Billingsley has a Group I Insurance license and provides insurance sales. Vernon R. Billingsley will seek out the products of any company, agency or brokerage that may have products fitting our client's needs. Vernon R. Billingsley receives commissions based on the sales of these insurance products. This presents a conflict of interest to the extent that he recommends the purchase of an insurance product which results in a commission being paid to him as an insurance agent.

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## Item 5 Additional Compensation

Vernon R. Billingsley does not receive any economic benefits for providing advisory services from someone who is not a client of the Asset Preservation Group, Inc. that has not already been disclosed in this Brochure.

## Item 6 Supervision

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The confidence and trust placed in our Firm and its employees is something we value and endeavor to protect.

The Supervisor for Vernon R. Billingsley is Mark S. Henderson, Chief Compliance Officer. Mark S. Henderson can be reached at 817-251-1008 should you have any additional questions or concerns.

## Item 7 Requirements for State-Registered Advisers

Not applicable, we are an SEC registered investment adviser.