

# Transparent Wealth Consulting LLC Firm Brochure - Form ADV Part 2A

*This brochure provides information about the qualifications and business practices of Transparent Wealth Consulting LLC. If you have any questions about the contents of this brochure, please contact us at 585-202-0305 or by email at: [info@transparentwealthconsulting.com](mailto:info@transparentwealthconsulting.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about Transparent Wealth Consulting LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Transparent Wealth Consulting LLC's CRD number is: 283193.*

51 Cobblecreek Rd  
Victor, NY 14564  
585.202.0305

[info@transparentwealthconsulting.com](mailto:info@transparentwealthconsulting.com)  
[colleen@transparentwealthconsulting.com](mailto:colleen@transparentwealthconsulting.com)  
[www.transparentwealthconsulting.com](http://www.transparentwealthconsulting.com)

*Registration does not imply a certain level of skill or training.*

Version Date 03/19/2021

## **Item 2: Material Changes**

There are no material changes in this brochure from the last annual updating amendment of Transparent Wealth Consulting LLC on 03/16/2020. This list summarizes changes to policies, practices or conflicts of interests only.

## Item 3: Table of Contents

Item 1: Cover Page	
Item 2: Material Changes .....	ii
Item 3: Table of Contents .....	iii
Item 4: Advisory Business .....	6
A. Description of the Advisory Firm.....	6
B. Types of Advisory Services.....	6
C. Client Tailored Services and Client Imposed Restrictions .....	7
D. Wrap Fee Programs.....	7
E. Assets Under Management.....	8
Item 5: Fees and Compensation.....	8
A. Fee Schedule.....	8
B. Payment of Fees.....	9
C. Client Responsibility For Third Party Fees.....	10
D. Prepayment of Fees .....	10
E. Outside Compensation For the Sale of Securities to Clients.....	10
Item 6: Performance-Based Fees and Side-By-Side Management .....	11
Item 7: Types of Clients .....	11
Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss .....	11
A. Methods of Analysis and Investment Strategies.....	11
B. Material Risks Involved .....	12
C. Risks of Specific Securities Utilized .....	14
Item 9: Disciplinary Information .....	15
A. Criminal or Civil Actions .....	15
B. Administrative Proceedings .....	15
C. Self-regulatory Organization (SRO) Proceedings .....	15
Item 10: Other Financial Industry Activities and Affiliations.....	15
A. Registration as a Broker/Dealer or Broker/Dealer Representative .....	15
B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.....	16
C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests.....	16
D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections .....	16
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	16
A. Code of Ethics.....	16
B. Recommendations Involving Material Financial Interests .....	16
C. Investing Personal Money in the Same Securities as Clients.....	16
D. Trading Securities At/ Around the Same Time as Clients' Securities .....	17

Item 12: Brokerage Practices.....	17
A.    Factors Used to Select Custodians and/or Broker/Dealers .....	17
1.    Research and Other Soft-Dollar Benefits .....	17
2.    Brokerage for Client Referrals .....	18
3.    Clients Directing Which Broker/Dealer/Custodian to Use .....	19
B.    Aggregating (Block) Trading for Multiple Client Accounts .....	19
Item 13: Review of Accounts.....	19
A.    Frequency and Nature of Periodic Reviews and Who Makes Those Reviews.....	19
B.    Factors That Will Trigger a Non-Periodic Review of Client Accounts.....	19
C.    Content and Frequency of Regular Reports Provided to Clients.....	19
Item 14: Client Referrals and Other Compensation .....	20
A.    Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes) .....	20
B.    Compensation to Non - Advisory Personnel for Client Referrals.....	20
Item 15: Custody.....	20
Item 16: Investment Discretion .....	20
Item 17: Voting Client Securities (Proxy Voting).....	21
Item 18: Financial Information.....	21
A.    Balance Sheet .....	21
B.    Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients .....	21
C.    Bankruptcy Petitions in Previous Ten Years .....	21

## Item 4: Advisory Business

### A. Description of the Advisory Firm Type text here

Transparent Wealth Consulting LLC (hereinafter "TWCL") is a Limited Liability Company organized in the State of New York. The firm was formed in January 2016, and the principal owner is Colleen Fitzpatrick Knapp.

### B. Types of Advisory Services

#### *Portfolio Management Services*

TWCL offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. TWCL creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan to aid in the selection of a portfolio that matches each client's specific situation. Portfolio management services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

TWCL evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. TWCL will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

TWCL seeks to provide that investment decisions are made in accordance with the fiduciary duties owed to its accounts and without consideration of TWCL's economic, investment or other financial interests. To meet its fiduciary obligations, TWCL attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, TWCL's policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is TWCL's policy to allocate investment opportunities and transactions it identifies as being appropriate and prudent among its clients on a fair and equitable basis over time.

### ***Pension Consulting Services***

TWCL offers ongoing consulting services to pension or other employee benefit plans (including but not limited to 401(k) plans) based on the demographics, goals, objectives, time horizon, and/or risk tolerance of the plan's participants.

### ***Financial Planning***

Financial plans and financial planning may include, but are not limited to: investment planning; life insurance; tax concerns; retirement planning; college planning; and debt/credit planning.

### ***Services Limited to Specific Types of Investments***

TWCL generally limits its investment advice to mutual funds, fixed income securities, insurance products including annuities, equities, ETFs, treasury inflation protected/inflation linked bonds and non-U.S. securities. TWCL may use other securities as well to help diversify a portfolio when applicable.

### ***403B Plans***

TWCL will be using Aspire Financial Services as a provider of 403B plans for the local school districts to manage the plans. Aspire will use MG Trust Company (Matrix Group) as custodian of these assets.

## **C. Client Tailored Services and Client Imposed Restrictions**

TWCL will tailor a program for each individual client. This will include an interview session to get to know the client's specific needs and requirements as well as a plan that will be executed by TWCL on behalf of the client. TWCL may use "model portfolios" together with a specific set of recommendations for each client based on their personal restrictions, needs, and targets. Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent TWCL from properly servicing the client account, or if the restrictions would require TWCL to deviate from its standard suite of services, TWCL reserves the right to end the relationship.

## **D. Wrap Fee Programs**

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and other administrative fees. TWCL does not participate in any wrap fee programs.

## E. Assets Under Management

TWCL has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$45,000,000.00	\$0.00	December 2020

## Item 5: Fees and Compensation

### A. Fee Schedule

#### *Portfolio Management Fees*

##### **Traditional Brokerage Accounts**

Total Assets Under Management	Annual Fees
\$500,000 - \$1,500,000	1.20%
\$1,500,001 - \$2,500,000	1.00%
\$2,500,001 - AND UP	0.80%

##### **403B Plan Accounts**

TWCL will charge 1% annually for our advisory services (Aspire charges a .15% custodian fee and a \$40 administrative fee per year).

##### **529 Plan Accounts**

TWCL will charge a .0071% annual fee for 529 plans (TD Ameritrade).

##### **Annuities Accounts**

TWCL will charge a .0075% annual fee for annuities (Transamerica and Great-West).

TWCL calculates its portfolio management fees based on the value of each client's account on the last business day of each month, and then invoices the custodian one month prior to the beginning of each monthly billing period. The client may agree to have fees for all accounts deducted from a single account.

For example, on or around January 1st, TWCL will collect fees for the billing period beginning February 1st and will calculate those fees based on the value of the client's account as of the last business day of December.

These fees are generally negotiable and the final fee schedule is attached as Exhibit II of the Investment Advisory Contract. Clients may terminate the agreement without penalty for a full refund of TWCL's fees within five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the Investment Advisory Contract generally with 30 days' written notice.

### ***Pension Consulting Services Fees***

The hourly fee for these services is \$250. These fees are generally negotiable and the final fee schedule is attached as Exhibit II of the pension consulting agreement. Clients may terminate the agreement without penalty for a full refund of TWCL's fees within five business days of signing the pension consulting agreement. Thereafter, clients may terminate the pension consulting agreement generally with 30 days' written notice.

### ***Financial Planning Fees***

**Fixed Fees:** The negotiated fixed rate for creating client financial plans is \$1,500.

**Hourly Fees:** The negotiated hourly fee for these services is \$250.

These fees are generally negotiable and the final fee schedule is attached as Exhibit II of the financial planning agreement. Clients may terminate the agreement without penalty for a full refund of TWCL's fees within five business days of signing the financial planning agreement. Thereafter, clients may terminate the financial planning agreement generally upon written notice.

## **B. Payment of Fees**

### ***Payment of Portfolio Management Fees***

Asset-based portfolio management fees are withdrawn directly from the client's accounts with client's written authorization on a monthly basis. Fees are paid in advance.

### ***Payment of 403B Plan Fees***

Advisory fees are withdrawn directly from the client's accounts with client's written authorization on a monthly basis. Fees are paid in advance.

### ***Payment of 529 Plan Fees***

Advisory fees are withdrawn directly from the client's accounts with client's written authorization on a monthly basis. Fees are paid in advance.

### ***Payment of Annuity Account Fees***

Advisory fees are withdrawn directly from the client's accounts with client's written authorization on a monthly basis. Fees are paid in advance.

### ***Payment of Pension Consulting Fees***

Hourly pension consulting fees are paid 100% in advance, but never more than six months in advance.

### ***Payment of Financial Planning Fees***

Financial planning fees are paid via wire.

Fixed financial planning fees are paid 50% in advance, but never more than six months in advance, with the remainder due upon presentation of the plan.

Hourly financial planning fees are paid 100% in advance, but never more than six months in advance.

## **C. Client Responsibility For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by TWCL. Please see Item 12 of this brochure regarding broker-dealer/custodian.

## **D. Prepayment of Fees**

TWCL collects fees in advance. Refunds for fees paid in advance will be returned within fourteen days to the client via check, or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be equal to the balance of the fees collected in advance minus the daily rate\* times the number of days elapsed in the billing period up to and including the day of termination. (\*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

Fixed fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination.

For hourly fees that are collected in advance, the fee refunded will be the balance of the fees collected in advance minus the hourly rate times the number of hours of work that has been completed up to and including the day of termination.

## **E. Outside Compensation For the Sale of Securities to Clients**

Neither TWCL nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

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

TWCL does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## **Item 7: Types of Clients**

TWCL generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals

There is an account minimum of \$500,000, which may be waived by TWCL in its discretion.

## **Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss**

### **A. Methods of Analysis and Investment Strategies**

#### *Methods of Analysis*

TWCL's methods of analysis include Charting analysis, Cyclical analysis, Fundamental analysis, Modern portfolio theory, Quantitative analysis and Technical analysis.

**Charting analysis** involves the use of patterns in performance charts. TWCL uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

**Cyclical analysis** involves the analysis of business cycles to find favorable conditions for buying and/or selling a security.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

**Modern portfolio theory** is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset.

**Quantitative analysis** deals with measurable factors as distinguished from qualitative considerations such as the character of management or the state of employee morale, such as the value of assets, the cost of capital, historical projections of sales, and so on.

**Technical analysis** involves the analysis of past market data; primarily price and volume.

### ***Investment Strategies***

TWCL uses long term trading, short term trading, short sales, margin transactions and options trading (including covered options, uncovered options, or spreading strategies).

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **B. Material Risks Involved**

### ***Methods of Analysis***

**Charting analysis** strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

**Cyclical analysis** assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns; and 2) if too many investors begin to implement this strategy, then it changes the very cycles these investors are trying to exploit.

**Fundamental analysis** concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

**Modern portfolio theory** assumes that investors are risk adverse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

**Quantitative analysis** Investment strategies using quantitative models may perform differently than expected as a result of, among other things, the factors used in the models, the weight placed on each factor, changes from the factors' historical trends, and technical issues in the construction and implementation of the models.

**Technical analysis** attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not take into account new patterns that emerge over time.

### ***Investment Strategies***

TWCL's use of short sales, margin transactions and options trading generally holds greater risk, and clients should be aware that there is a material risk of loss using any of those strategies.

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Margin transactions** use leverage that is borrowed from a brokerage firm as collateral. When losses occur, the value of the margin account may fall below the brokerage firm's threshold thereby triggering a margin call. This may force the account holder to either allocate more funds to the account or sell assets on a shorter time frame than desired.

**Options transactions** involve a contract to purchase a security at a given price, not necessarily at market value, depending on the market. This strategy includes the risk that an option may expire out of the money resulting in minimal or no value, as well as the possibility of leveraged loss of trading capital due to the leveraged nature of stock options.

**Short sales** entail the possibility of infinite loss. An increase in the applicable securities' prices will result in a loss and, over time, the market has historically trended upward.

**Short term trading** risks include liquidity, economic stability, and inflation, in addition to the long term trading risks listed above. Frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## C. Risks of Specific Securities Utilized

TWCL's use of short sales, margin transactions and options trading generally holds greater risk of capital loss. Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below (leaving aside Treasury Inflation Protected/Inflation Linked Bonds) are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond "fixed income" nature (lower risk) or stock "equity" nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance.

**Annuities** are a retirement product for those who may have the ability to pay a premium now and want to guarantee they receive certain monthly payments or a return on investment later in the future. Annuities are contracts issued by a life insurance company designed to meet requirement or other long-term goals. An annuity is not a life insurance policy. Variable annuities are designed to be long-term investments, to meet retirement and other long-range goals. Variable annuities are not suitable for meeting short-term goals because substantial taxes and insurance company charges may apply if you

withdraw your money early. Variable annuities also involve investment risks, just as mutual funds do.

**Options** are contracts to purchase a security at a given price, risking that an option may expire out of the money resulting in minimal or no value. An uncovered option is a type of options contract that is not backed by an offsetting position that would help mitigate risk. The risk for a “naked” or uncovered put is not unlimited, whereas the potential loss for an uncovered call option is limitless. Spread option positions entail buying and selling multiple options on the same underlying security, but with different strike prices or expiration dates, which helps limit the risk of other option trading strategies. Option transactions also involve risks including but not limited to economic risk, market risk, sector risk, idiosyncratic risk, political/regulatory risk, inflation (purchasing power) risk and interest rate risk.

**Non-U.S. securities-** present certain risks such as currency fluctuation, political and economic change, social unrest, changes in government regulation, differences in accounting and the lesser degree of accurate public information available.

**Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

### **A. Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **B. Administrative Proceedings**

There are no administrative proceedings to report.

### **C. Self-regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

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

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither TWCL nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

## **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither TWCL nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

## **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

Neither TWCL nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

## **D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections**

TWCL does not utilize nor select third-party investment advisers. All assets are managed by TWCL management.

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

## **A. Code of Ethics**

TWCL has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. TWCL's Code of Ethics is available free upon request to any client or prospective client.

## **B. Recommendations Involving Material Financial Interests**

TWCL does not recommend that clients buy or sell any security in which a related person to TWCL or TWCL has a material financial interest.

## **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of TWCL may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of

TWCL to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. TWCL will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

#### **D. Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of TWCL may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of TWCL to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, TWCL will never engage in trading that operates to the client's disadvantage if representatives of TWCL buy or sell securities at or around the same time as clients.

## **Item 12: Brokerage Practices**

#### **A. Factors Used to Select Custodians and/or Broker/Dealers**

Custodians/broker-dealers will be recommended based on TWCL's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. Clients will not necessarily pay the lowest commission or commission equivalent, and TWCL may also consider the market expertise and research access provided by the broker-dealer/custodian, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers that may aid in TWCL's research efforts. TWCL will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker-dealer/custodian.

TWCL will require clients to use TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC.

##### **1. Research and Other Soft-Dollar Benefits**

While TWCL has no formal soft dollars program in which soft dollars are used to pay for third party services, TWCL may receive research, products, or other services from custodians and broker-dealers in connection with client securities transactions ("soft dollar benefits"). TWCL may enter into soft-dollar arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. There can be no assurance that any particular client will benefit from soft dollar research, whether or not the client's transactions paid for it, and TWCL does not seek to allocate benefits to client accounts proportionate to any

soft dollar credits generated by the accounts. TWCL benefits by not having to produce or pay for the research, products or services, and TWCL will have an incentive to recommend a broker-dealer based on receiving research or services. Clients should be aware that TWCL's acceptance of soft dollar benefits may result in higher commissions charged to the client.

TWCL participates in the institutional advisor program (the "Program") offered by TD Ameritrade. TD Ameritrade offers to independent investment advisor services which include custody of securities, trade execution, clearance and settlement of transactions. TWCL receives some benefits from TD Ameritrade through its participation in the Program.

As disclosed above, TWCL participates in TD Ameritrade's institutional advisor program and TWCL may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between TWCL's participation in the Program and the investment advice it gives to its clients, although TWCL receives economic benefits through its 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 TWCL 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 TWCL's 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 TWCL by third party vendors. TD Ameritrade may also pay for business consulting and professional services received by TWCL's related persons. Some of the products and services made available by TD Ameritrade through the Program may benefit TWCL but may not benefit its client accounts. These products or services may assist TWCL in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help TWCL manage and further develop its business enterprise. The benefits received by TWCL or its 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, TWCL endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by TWCL or its related persons in and of itself creates a conflict of interest and may indirectly influence the TWCL's choice of TD Ameritrade for custody and brokerage services.

## ***2. Brokerage for Client Referrals***

TWCL receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

## ***3. Clients Directing Which Broker/Dealer/Custodian to Use***

TWCL will require clients to use a specific broker-dealer to execute transactions. Not all advisers require clients to use a particular broker-dealer.

### **B. Aggregating (Block) Trading for Multiple Client Accounts**

TWCL does not aggregate or bunch the securities to be purchased or sold for multiple clients. This may result in less favorable prices, particularly for illiquid securities or during volatile market conditions.

## **Item 13: Review of Accounts**

### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

All client accounts for TWCL's advisory services provided on an ongoing basis are reviewed at least monthly by Colleen Fitzpatrick Knapp, Chief Compliance Officer, with regard to clients' respective investment policies and risk tolerance levels. All accounts at TWCL are assigned to this reviewer.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Colleen Fitzpatrick Knapp, Chief Compliance Officer. There is only one level of review for financial planning, and that is the total review conducted to create the financial plan.

### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

With respect to financial plans, TWCL's services will generally conclude upon delivery of the financial plan.

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client of TWCL's advisory services provided on an ongoing basis will receive a quarterly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian. TWCL does not provide additional written reports; all required reports will be sent by the custodian.

Each financial planning client will receive the financial plan upon completion.

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

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

Other than soft dollar benefits discussed in Item 12 above, TWCL does not receive any economic benefit directly or indirectly from any third party for advice rendered to its clients. There is no direct link between TWCL's participation in the TD Ameritrade Program and the investment advice it gives to its clients.

### **B. Compensation to Non – Advisory Personnel for Client Referrals**

TWCL does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

When advisory fees are deducted directly from client accounts at client's custodian, TWCL will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy. TWCL does not provide account statements to clients in addition to those provided by the custodian.

## **Item 16: Investment Discretion**

TWCL provides discretionary investment advisory services to clients. The Investment Advisory Contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, TWCL generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share. In some instances, TWCL's discretionary authority in making these determinations may be limited by conditions imposed by a client (in investment guidelines or objectives, or client instructions otherwise provided to TWCL. Client will execute a limited power of attorney to evidence discretionary authority.

## **Item 17: Voting Client Securities (Proxy Voting)**

TWCL will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

TWCL neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither TWCL nor its management has any financial condition that is likely to reasonably impair TWCL's ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

TWCL has not been the subject of a bankruptcy petition in the last ten years.