

Firm Brochure

(Part 2A of Form ADV)

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This brochure provides information about the qualifications and business practices of Richard D. Krentz. If you have any questions about the contents of this brochure, please contact me at: 845-348-0252, or by email at: richard@rdkfinancial.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 Richard D. Krentz is available on the SEC's website at www.adviserinfo.sec.gov

March 9, 2011

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of my Brochure.

Material Changes since the Last Update

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization. Accordingly, this brochure provides more information about my business and business practices than did filings in prior years.

Full Brochure Available

Whenever you would like to receive a complete copy of this Brochure, please contact me by telephone at: 845-348-0252 or by email at: richard@rdkfinancial.com

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Advisory Business

Firm Description

The financial planning practice of Richard D. Krentz (referred to as "I" or "me" throughout this brochure) was started in 1995. I do business under the firm name RDK Financial Group.

The financial planning services I offer range from a comprehensive financial plan to advice on specific financial matters.

I provide personalized confidential financial planning and investment management to individuals, families, charitable organizations and family businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, investment management, education funding, retirement planning, and estate planning. In addition, specific financial issues affecting clients are addressed as they arise.

My business is strictly fee-only financial planning and investment management. As such, I do not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. I am not affiliated with entities that sell financial products or securities. No commissions in any form are accepted.

Investment advice and planning is an integral part of financial planning. In addition, I advise clients regarding cash flow and budgeting, retirement planning, tax planning and estate planning. I do income tax return preparation for certain of my clients.

I do not act as a custodian of client assets. The client always maintains asset control. I place trades for clients under a limited power of attorney subject to a financial and investment plan.

Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. I may recommend professionals for client consideration. Conflicts of interest will be disclosed to the client in the unlikely event they should occur. I don't not seek or accept referral fees from other professionals.

Principal Owners

Richard D. Krentz is the sole owner of the business of RDK Financial Group.

Types of Advisory Services

I provide investment supervisory and management services; manage investment portfolios, furnish investment advice through consultations. I also furnish advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and estate planning.

As of December 31, 2010, I managed approximately \$61,400,000 in assets for approximately 32 clients. Approximately \$59,800,000 is managed on a discretionary basis, and \$1,600,000 is managed on a non-discretionary basis. In addition, I advise clients on assets not directly managed by me, as part of the overall financial planning and investment planning process.

Tailored Relationships

At RDK Financial I tailor the advisory services to the individual needs of each client. Financial and investment goals and objectives are discussed and clarified at the establishment of the planning relationship and revisited periodically. These goals and objectives are the basis for the investment planning process, and determine the courses of action for each client.

Clients may impose restrictions on investing in certain securities or types of securities.

Fees and Compensation

Description

My fees for ongoing planning relationships are based on a percentage of assets under management or annual retainer amount. The fee will include services for investment management, periodic updating of planning issues and income tax planning, where applicable. Where income tax return preparation is done, a separate fee will be billed at the completion of the work.

Fees based on assets under management are based on the following schedule:

On the first \$500,000 of assets.....	1.0% annually
On assets in excess of \$500,000	0.5% annually

Financial plans are priced according to the degree of complexity associated with the client's situation.

Fees are negotiable.

Fee Billing

Fees for investment management are charged quarterly based on averages of month-end market values and are billed subsequent to the end of each quarter to which the services relate. Where services terminate prior to contractual expiration, fees are prorated.

Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct charging of their investment account for those fees.

Billings for financial plans are made as work progresses, with one-third of the fee payable at the commencement of the work.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds, stocks, closed end and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid to me.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Additional information is included in the section entitled "Brokerage Practices" on page .

Past Due Accounts and Termination of Agreement

I reserve the right to stop work on any account that is more than 60 days overdue. In addition, I reserve the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in my judgment, to providing proper financial advice.

Compensation for Sales of Investment Products

My compensation is solely from fees paid directly to me by clients. I do not receive commission or other compensation based on the client's purchase of any financial product. No commissions in any form are accepted.

Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

I do not use a performance-based fee structure and believe there is a conflict of interest in doing so. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

I generally provide investment advice individuals, families, charitable organizations and family businesses. Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is \$1,000,000 of assets under management, which equates to an annual fee of \$7,500.

I have the discretion to waive the account minimum. In addition, clients with balances below \$1,000,000 when the minimum account size was established, are not subject to the minimum amount.

Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods I use include fundamental analysis.

The main sources of information include Morningstar Principia mutual fund information, financial newspapers and magazines, research materials prepared by others, annual and quarterly reports, and prospectuses.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation. The investment strategy for a specific client is based upon the objectives, cash flow needs, and tax situation of the client. The client may change these objectives at any time.

I do not purchase individual issues of stocks for clients except at their specific request. Equity investments are made through mutual stock funds, primarily actively managed funds. In addition, investments are made from time to time in passively managed funds. Portfolios are diversified globally and by fund investing style.

In addition to stocks, client portfolios will have investments in interest bearing instruments. These include mutual bond funds, closed end bond funds, unit trusts and insured certificates of deposit.

I do not use frequent trading of securities in managing investment portfolios.

Risk of Loss

All investment programs have certain risks that are borne by the investor. My investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks: interest rate risk, market risk, inflation risk, geographical risk, currency risk, liquidity risk, business risk and financial risk.

Risk can be mitigated somewhat by investment diversification by asset class, geography, industry, company, maturity and other factors. However, it cannot be eliminated.

Disciplinary Information

Legal and Disciplinary

RDK Financial Group and Richard D. Krentz have not been involved in legal or disciplinary events related to past or present investment or financial planning activities.

Other Financial Industry Activities and Affiliations

Financial Industry Activities

Neither RDK Financial Group nor Richard D. Krentz participate in any other industry business activities. I have no arrangements with other firms serving the financial community, such as securities dealers, investment companies, other financial advisors, banking or thrift institution, accounting firm, lawyer or law firm, or consultant.

I will from time to time refer clients to other professionals such as insurance professionals, attorneys and accountants. I receive no compensation either directly or indirectly for doing so.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

In conducting my business as a financial advisor, my philosophy, policy and practice is to put the interests of my clients first and foremost. I believe strongly that I have a fiduciary responsibility to protect the interests of my clients and avoid potential conflicts that could favor, in any way, my personal interests over theirs. I also believe strongly in conducting business in a highly ethical manner and consider ethical business practice an important part of my professional responsibility.

I endeavor to conduct my business and personal affairs in the most professional and honest manner. It is important to me that clients and others with whom I deal feel a very strong degree of trust and confidence in my actions.

I will provide a copy of my code of ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions and Personal Trading

As an investment advisor I engage in securities transactions on behalf of clients. In that regard I do not conduct transactions personally (buying or selling) with clients, but only through third parties. Nor do I trade personally in a manner that would have an adverse effect on a client's holdings. I do not trade based on insider information. Nor do I take actions that would favor one client over another.

Investments I make for clients involve principally open ended mutual funds, closed end bond funds, individual issues of bonds, and negotiable certificates of deposit. I may buy or sell for myself securities that I recommend to clients. As these securities are all publicly traded and the total client and personal positions represent negligible percentages of total outstanding shares or indebtedness, conflicts of interest do not exist in these transactions.

Brokerage Practices

Selecting Brokerage Firms

I may recommend that clients establish brokerage accounts with the Schwab Institutional ("Schwab") division of Charles Schwab & Co., a registered broker-dealer, to maintain custody of clients' securities and to effect trades for their accounts. Schwab provides me with access to operations services that are not generally available to retail accounts. In addition, Schwab provides software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate payments of Advisor's fees from its clients' accounts and assist with back-office support, recordkeeping and client reporting.

Soft Dollars

I do not receive soft dollar benefits from Schwab.

Directed Brokerage

I do not direct brokerage for specific client transactions. I do use other brokerages to buy individual bonds for clients, selected on the basis of availability and pricing.

These securities are transferred into client accounts at Schwab, which charges a modest "trade away" fee.

Order Aggregation

I do not aggregate trades in clients accounts.

Review of Accounts

Periodic Reviews

Account reviews are performed at least quarterly. Monthly balances in accounts are compared and unusual changes researched. Unusual transactions are reviewed immediately.

Review Triggers

Other conditions that may trigger a review are economic events, changes in the tax laws, new investment information, and changes in a client's own situation.

Regular Reports

Written reports are sent to each client following the end of each calendar quarter. The reports consist of an individualized letter summarizing what occurred in the recent quarter, a summary of significant changes made to their account(s), statements of holdings from my portfolio accounting software, and my general thoughts on market conditions and the economy.

Client Referrals and Other Compensation

Incoming Referrals

I obtain new clients through referrals from existing clients, personal friends, relatives, and other professionals. I do not compensate anyone for such referrals.

Referrals Out

I refer clients or others to other professionals. I do not accept referral fees or any form of remuneration for these referrals.

Other Compensation

I am compensated solely by my clients. No other compensation for my professional services is sought or accepted.

Custody

Account Statements

I do not maintain custody of any client assets. Custody is maintained by Schwab or other qualified custodian. Schwab provides each client monthly statements of their accounts. Other custodians provide at least quarterly statements.

Performance Reports

Clients are urged to compare account statements they receive from me to those they receive from the qualified custodians.

Investment Discretion

Discretionary Authority for Trading

I accept discretionary authority to manage securities accounts on behalf of clients. That means that I have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, I consult with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used..

Discretionary trading authority facilitates placing trades in client accounts on their behalf so that we I may promptly implement client investment policy that they have approved. In most cases, clients are provided with an opportunity for review and discussion prior to implementation of recommendations.

Limited Power of Attorney

Clients sign limited powers of attorney that permit me to conduct securities trades on their behalf. The limited power of attorney is included in Schwab's account application. For accounts of clients not custodied at Schwab, I do not receive limited powers of attorney and do not conduct trades. For accounts outside of Schwab I may recommend transactions that clients conduct on their own behalf.

Voting Client Securities

Proxy Votes

I do not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, I will provide recommendations to the Client.

Financial Information

Financial Condition

I do not serve as a custodian for clients accounts and my billings for services are made following the end of the quarter for which the services are provided. Accordingly, a balance sheet is not required to be provided.

Neither I nor RDK Financial Group have any financial impairment that will preclude me from meeting business commitments to clients.

Brochure Supplement (Part 2B of Form ADV)

Educational Background and Business Experience

Date of birth: June 11, 1942

Formal education after high school:

Columbia University B.A. 1964

Columbia University M.B.A. 1966

Certified Public Accountant New York 1968

Certified Financial Planner 1996

Registrant has been providing financial planning services since October, 1995.
Prior to 1995 registrant was in banking and public accounting.

Professional Certifications

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.