



Synergy Financial Group of Arizona, LLC

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This brochure provides information about the qualifications and business practices of Synergy Financial Group of Arizona. The information has not been approved or verified by any state securities authority. Additional information about Synergy Financial Group of Arizona is available on the Arizona Corporation Commission's website at [www.azcc.gov/divisions/securities](http://www.azcc.gov/divisions/securities).

If you have any questions about the contents of this brochure, please contact us at 480-264-6070 or [jenna@synergyfinancialgroupaz.com](mailto:jenna@synergyfinancialgroupaz.com).

**Item 2 – Material Changes**

Pursuant to the new “brochure rule,” Synergy Financial Group of Arizona, LLC, (SFG) periodically updates form ADV, Part 2. This rule requires that SFG provide a written document containing the information in Form ADV, Part 2 to any client with whom we enter into an investment advisory or investment management contract. SFG must deliver this document to you or a prospective client not less than 48 hours prior to executing a contract with SFG, or at the time of executing such contract. SFG will ensure that you receive any subsequent Brochures within 120 days of the close of our fiscal year.

This brochure dated March 2012, is a document prepared according to the State of Arizona’s requirements and regulations.

The information contained herein relates only to specific questions to which the relevant regulatory agency request answers. The document is not, and is not intended to be, a marketing brochure, nor is it designed to provide detailed information about all aspects of SFG’s business.

Our Brochure may be requested by contacting Jenna R. Thornton, Managing Member, at (480) 264-6070 or [jenna@synergyfinancialgroupaz.com](mailto:jenna@synergyfinancialgroupaz.com). Our Brochure is also available on our web site, [www.synergyfinancialgroupaz.com](http://www.synergyfinancialgroupaz.com).

Additional information about SFG is also available on the Arizona Corporation Commission’s website at [www.azcc.gov/divisions/securities](http://www.azcc.gov/divisions/securities). This web site also provides information about any persons affiliated with SFG who are registered, or are required to be registered, as investment adviser representatives of SFG.

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**Item 4 – Advisory Business**

Synergy Financial Group of Arizona, LLC (SFG), is owned by active persons of the firm; Richard K. Shields, Senior Managing Member and Jenna R. Thornton, Managing Member.

The principal business of Synergy Financial Group (SFG) consists of furnishing “investment supervisory services.” This activity includes the provision of continuous advice concerning investment of monies consistent with your circumstances, preferences, and risk-tolerance. This investment management program includes an assessment of your objectives, needs, and restrictions of portfolio holdings. SFG formulates and implements a portfolio that is considered prudent, appropriate, and suitable to the nature of your account.

As of December 30, 2011, SFG managed a total of \$69,535,728 on a discretionary basis and \$1,257,284 on a non-discretionary basis.

**Item 5 – Fees and Compensation**

The fee will be payable when the account is established and pro-rated for the initial partial quarter (if applicable). Thereafter, the annualized fee shall be paid quarterly in advance, based upon the market value of the assets on the last business day of the previous quarter. No increase in the annual fee percentage will be altered without prior written notification to you.

The quarterly fee will be debited directly from your custodial account unless prior arrangements have been made for an invoice to be mailed to you.

**Standard Fee Schedule**

Household Assets Under Management	Options Management	Active/Tactical Management	Strategic Management
Under \$250,000	2.00-3.00%	1.95%	1.50%
Over \$250,000	2.00-3.00%	1.95%	1.50%
Over \$500,000	2.00-3.00%	1.85%	1.40%
Over \$1,000,000	2.00-2.50%	1.75%	1.30%
Over \$2,500,000	2.00-2.25%	1.40%	0.95%
Over \$5,000,000	2.00%	1.15%	0.70%
Over \$10,000,000	2.00%	1.00%	0.55%

In certain circumstances, account minimums and fees may be negotiable. Based on the services provided, you may pay higher or lower rates than those set forth in the current fee schedule.

In the event you terminate advisory services with SFG, the advisory fees will be pro-rated based on the number of days remaining in the quarter and those fees will be refunded to you.

You may incur transaction and/or commission fees for trading in your account as determined by the custodian. These fees will be in addition to SFG's investment management fee under this program.

SFG may receive commissions for the sale of annuity or life Insurance related products, which are paid by the represented entity. The receipt of commission payments may represent a conflict of interest and could create an incentive to recommend investment products based on the compensation we receive. However, as part of our Code of Ethics, SFG and its representatives take care to only recommend investment products that are suitable and necessary for achieving your goals. The compensation received is not a determining factor when selecting investments for you.

You have the option to implement recommendations through any broker or representative of your choosing and are under no obligation to use the services of SFG or its registered representatives. Please be advised that the commissions or fees paid by these entities are separate and apart from the advisory fees charged by SFG.

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

SFG does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of your assets).

#### **Item 7 – Types of Clients**

SFG manages accounts on a discretionary, and occasionally non-discretionary, basis for individuals, trusts, estates, corporations, and pension plans.

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

SFG uses a combination of technical and fundamental methods to assess risks and opportunities in the markets. Technical data assists us in identifying securities with attractive supply/demand characteristics. Fundamental data assists us in identifying companies, industries, and sectors with compelling financial characteristics.

Throughout the investment process, SFG reviews numerous sources of information. These may include financial periodicals, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the State, and company press releases.

Portfolios constructed by SFG may include, but are not limited to; mutual fund shares, exchange traded funds (ETFs), equity securities, corporate debt securities, municipal securities, US government securities, derivatives, and/or interest in partnerships, private equity funds, life insurance, and annuities. SFG evaluates companies worldwide and will invest in foreign entities that meet our criteria.

A percentage of your portfolio may be managed by a third-party manager if SFG determines such an investment to be in your best interest.

You should know that investing in securities involves the risk of losing capital, and we do not make any guarantees.

**Item 9 – Disciplinary Information**

We are required to disclose all material facts regarding any legal or disciplinary events that would be material to the evaluation of SFG or the integrity of SFG's management. SFG has no information to report under this Item at this time.

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

Investment Advisors of SFG may also be registered representatives of a broker/dealer. If you implement a recommendation made by a registered person by purchasing securities or other products offered through the broker/dealer, the representative may receive traditional and customary compensation in the form of commissions. Additionally, Investment Advisors of SFG may be insurance licensed and be involved in the sale of insurance or insurance related products.

Richard K. Shields and Jenna R. Thornton are registered representatives of DeWaay Financial Network, an unaffiliated broker/dealer registered with the Financial Industry Regulatory Authority and the United States Securities and Exchange Commission.

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

SFG has adopted a Code of Ethics, the full text of which is available to you upon request. SFG has several goals in adopting this Code. First, SFG desires to comply with all applicable laws and regulations governing its practice. SFG believes that compliance with such regulations is a signal to you that we exist to serve you first, and that we support the efforts of those organizations dedicated to upholding the law.

Next, the management of SFG has set forth guidelines for professional standards, under which all associated persons of SFG are to conduct themselves. SFG has set high values with the intent of protecting your interest at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith and fair dealings. All associated persons are expected to strictly adhere to these guidelines that have been set forth. SFG has instituted a policy of disciplinary actions to be taken with respect to any associated person who violates the Code.

Protecting your privacy is of extreme importance to SFG and we view protecting your private information as a top priority. Pursuant to the requirements of the federal Gramm Leach Bliley Act of 1999, SFG has adopted policies and procedures in order to safeguard your personal information as well as that of your family, businesses or other related entities. We do not sell, share, or divulge confidential information pertaining to you to any unaffiliated third party except as outlined in the following three categories:

Disclosure of Information Required to Conduct Business of Your Behalf

In the normal course of conducting business for you, and acting as fiduciary on your behalf, we must necessarily share or disclose some data about you to custodial organizations (which typically also possess detailed information about you as their client), brokerage firms we may select to execute transactions on your behalf, clearing agent firms, and law firms pursuing shareholder class action suits. These organizations have their own privacy and client confidentiality obligations and procedures in place. It is important to understand that we would not be able to conduct business on your behalf without disclosing certain information about you and your account(s) to these affiliated and unaffiliated third parties.

Disclosure of Information With Your Consent

In the normal course of SFG's business, you may routinely ask us to provide confidential information concerning profit and loss records, asset cost basis, portfolio market value, etc., to accountants, attorneys, and other financial professionals. SFG is always pleased to comply with such requests, but we ask that you provide written or electronic consent in order to ensure the release of confidential data.

Disclosure of Data to Legally Empowered Regulatory Entities

SFG is subject to registration requirements with the State of Arizona. Regulatory authorities are empowered by law to perform certain audit functions to ensure SFG complies with federal, state, and local laws governing Registered Investment Advisors. In the course of performing such audit functions, regulatory authorities may request information concerning you and/or your accounts. In complying with such requests, we take all possible steps to ensure your information is protected and not removed from SFG's office in any form where it might become subject to public disclosure under applicable state and federal laws.

A complete copy of SFG's Privacy Policy is available to you upon request.

From time to time, SFG and/or its associated persons may invest alongside you. This serves both to align the interest of SFG personnel and you, as well as show an expression of confidence in our portfolio management efforts. In such cases, we will seek to avoid any conflicts with you. This is to ensure that SFG personnel never “trade ahead” of you. We require all trading in specific positions to come *after* the related trades are executed for your accounts.

The SFG code of ethics is straightforward; “Do the right thing, always, for you.” This principle implies mutual respect and a deep commitment to the firm’s fiduciary responsibilities.

**Item 12 – Brokerage Practices**

SFG may recommend that securities be purchased through the facilities of Fidelity Investments, or Charles Schwab as they currently serve as our primary custodians. Fidelity Investments, National Financial Services, Fidelity’s clearing firm, and Charles Schwab are unaffiliated SEC registered broker-dealers and FINRA members. These custodians offer services which include custody of securities, trade execution, and clearance and settlement of transactions. SFG may receive some benefits from the custodians through its participation in their programs, such as assistance with conferences and educational meetings from product sponsors. SFG receives no cash benefits from Fidelity Investments or Charles Schwab.

Such custodial recommendations will take into account a number of factors; some of which may include, custodial fees charged, commission rates, quality of execution, recordkeeping, and reporting capabilities. SFG has chosen these custodians on the basis on their straightforward structure, integrity, and financial stability.

**Item 13 – Review of Accounts**

The custodian(s) of the accounts will deliver statements on either a monthly or quarterly basis to you. These statements will show the current market value and transactions during the past month or quarter as well as interest, dividends and capital gains for the reporting period. You are encouraged to review your account statements for accuracy.

Account reviews will be performed on a quarterly basis by an Investment Advisor Representative of SFG. A review can also be triggered by unexpected performance, shifting market conditions, or a change in your preferences or circumstances. The central purpose of SFG’s review process is to ensure that you understand what and how your accounts are doing, as well as to ensure the suitability of SFG’s investment discipline for you.

You are encouraged to examine and compare statements and reviews delivered by the custodian and SFG.



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

We may receive client referrals from brokers, financial consultants, and other persons or entities. In such cases, SFG requires those persons provide the potential client with a copy of our Brochure. SFG may compensate these individuals for their services from a portion of the income received from advisory fees.

**Item 15 – Custody**

All managed assets shall be held with a depository or other qualified custodian. SFG will not be the custodian and will not have custody of any assets. The custodian is authorized to effect transactions for the purchase, sale, conversion, redemption, exchange or retention of any security, cash or cash equivalent for your account.

**Item 16 – Investment Discretion**

SFG manages accounts on discretionary, and occasionally non-discretionary, basis. For those accounts which we have full discretion for investment management services, the guidelines and authority are outlined in the Investment Advisory Agreement. You have the opportunity to review this document before entering into an agreement with SFG.

A copy of the Investment Advisory Agreement may be requested by contacting Jenna Thornton, Managing Member, at (480) 264-6070 or [jenna@synergyfinancialgroupaz.com](mailto:jenna@synergyfinancialgroupaz.com).

**Item 17 – Voting Client Securities**

SFG is not responsible for directing the manner in which proxies solicited by issuers of securities beneficially owned by you shall be voted. You should maintain responsibility for all legal proceedings or other type events pertaining to the assets, including, but not limited to, class action lawsuits.

**Item 18 – Financial Information**

SFG does not have a financial condition that is reasonably likely to impair its ability to meet contractual commitments to you.

**Item 19 – Requirements for State-Registered Advisers**

SFG requires any officer or employee who determines or gives investment advice to you demonstrate a clear command of the firm's investment discipline, its principles and implementation, and its suitability for you. SFG takes its fiduciary responsibilities very seriously, and ensures to the maximum possible extent that its professionals meet high standards of financial sophistication as evidenced by education and/or experience.

**Education and Business Background**

**Richard K. Shields, CFP (b. 1945)**

Formal Education After High School:

B.S. Business, Northern Arizona University, 1967

Business Background Preceding Five Years:

DeWaay Financial Network, 2010–Present

The Planning Group of Scottsdale, LLC, Senior Planning Consultant, 2005-2010

Meridian United Capital, LLC, Registered Representative, 2005-2010

HSL Financial Group, LLC, Managing Member, 2004-2005

Designations:

Certified Financial Planner (CFP)

**Jenna R. Thornton (b. 1980)**

Formal Education After High School:

A.A. Financial Services, Axia College of The University of Phoenix, 2010

Business Background Preceding Five Years:

DeWaay Financial Network, 2010–Present

The Planning Group of Scottsdale, LLC, Financial Consultant, 2005-2010

Meridian United Capital, LLC, Registered Representative, 2005-2010

Summer Wealth Management, Operations Manager, Financial Consultant, 2003-2005

Designations:

Accredited Asset Management Specialist (AAMS), 2007

**Odell Berry, Jr. (b. 1955)**

Formal Education After High School:

B.S. Psychology, Olivet Nazarene University, 1977

B.S. Physical Education, Olivet Nazarene University, 1977

Business Background Preceding Five Years:

DeWaay Financial Network, 2010–Present

Ives Asset Management, 2007-2010

Farmers Financial Solutions, 2005-2007

Designations:

Chartered Financial Consultant (ChFC), 1988

**Education and Business Background (cont.)**

**David G. Broyles (b. 1949)**

Formal Education After High School:

B.S. Business, Arizona State University, 1971

Business Background Preceding Five Years:

DeWaay Financial Network, 2011–Present

Raymond James & Associates, Financial Advisor, 2009 – 2011

Raymond James & Associates, Branch Manager, 2007 – 2009

A.G. Edwards, Branch Manager, 1999 – 2007

**Cynthia A. Keefe (b. 1966)**

Formal Education After High School:

University of San Diego, 1988

Business Background Preceding Five Years:

Synergy Financial Group of AZ, Client Service Representative, 2010–Present

Sorting It All out, 2009 - Present

Ives Asset Management, Compliance Officer, 2001 – 2009