

The Relevance Group

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This brochure provides information about the qualifications and business practices of The Relevance Group. If you have any questions about the contents of this brochure, please contact us at 940-387-7526 or jimmy@therelevancegroup.net. 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 The Relevance Group also is available on the SEC's website at www.adviserinfo.sec.gov.

References herein to The Relevance Group as a “registered investment adviser” or any reference to being “registered” does not imply a certain level of skill or training.

Item 2 Material Changes

There have been no material changes made to The Relevance Group’s disclosure statement since its initial SEC filing on December 9, 2011 or its SEC registration on January 6, 2012. However, on August 22, 2012, the firm adopted the D/B/A name of “The Relevance Group.” In addition, on March 4, 2013, The Relevance Group moved its primary office location.

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Item 4 Advisory Business

- A. Rench Wealth Management, Inc., D/B/A/ The Relevance Group (TRG) is a corporation formed in November 2011 in the State of Texas. TRG became an SEC-registered Investment Adviser Firm on January 6, 2012. TRG is principally owned by James Rench, who serves as TRG's President and Chief Compliance Officer.
- B. As discussed below, TRG offers to its clients (individuals, and high net worth individuals.) investment advisory services, and, to the extent specifically requested by a client, financial planning and related consulting services.

INVESTMENT ADVISORY SERVICES

The client can determine to engage TRG to provide discretionary investment advisory services on a *fee-only* basis. TRG's annual investment advisory fee shall include investment advisory services, and, to the **extent specifically requested** by the client, financial planning and consulting services. In the event that the client requires extraordinary planning and/or consultation services (to be determined in the sole discretion of TRG), TRG may determine to charge for such additional services, the dollar amount of which shall be set forth in a separate written notice to the client.

Prior to engaging TRG to provide investment advisory services, clients are required to enter into an *Investment Advisory Agreement* with TRG setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client.

FINANCIAL PLANNING AND CONSULTING SERVICES (STAND-ALONE)

To the extent requested by a client, TRG *may* determine to provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone separate fee basis. Prior to engaging TRG to provide stand-alone planning or consulting services, clients are required to enter into a *Financial Planning and Consulting Agreement* with TRG setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the portion of the fee that is due from the client prior to TRG commencing services.

If requested by the client, TRG may recommend the services of other professionals for implementation purposes. The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from TRG.

Please Note: If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. **Please Also Note:** It remains the client's responsibility to promptly notify TRG if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising TRG's previous recommendations and/or services.

MISCELLANEOUS

Non-Investment Consulting/Implementation Services. To the extent requested by the client, TRG *may* provide consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Neither TRG, nor any of its representatives, serves as an attorney, accountant, or licensed insurance agent, and no portion of TRG's services should be construed as same. To the extent requested by a client, TRG may recommend the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance, etc.). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from TRG. **Please Note:** If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. **Please Also Note:** It remains the client's responsibility to promptly notify TRG if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising TRG's previous recommendations and/or services.

Trade Error Policy. TRG shall reimburse accounts for losses resulting from TRG's trade errors, but shall not credit accounts for such errors resulting in market gains. The gains and losses are reconciled within TRG's custodian firm account and TRG retains the net gains and losses.

Client Obligations. In performing its services, TRG shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify TRG if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising TRG's previous recommendations and/or services.

Disclosure Statement. A copy of TRG's written Brochure as set forth on Part 2A of Form ADV shall be provided to each client prior to, or contemporaneously with, the execution of the *Investment Advisory Agreement or Financial Planning and Consulting Agreement*.

- C. TRG shall provide investment advisory services specific to the needs of each client. Prior to providing investment advisory services, an investment adviser representative will ascertain each client's investment objective(s). Thereafter, TRG shall allocate and/or recommend that the client allocate investment assets consistent with the designated investment objective(s). The client may, at anytime, impose reasonable restrictions, in writing, on TRG's services.
- D. TRG does not participate in a wrap fee program.
- E. As of December 31, 2012, TRG had \$120,724,968 in assets under management on a discretionary basis.

Item 5 Fees and Compensation

- A. The client can determine to engage TRG to provide discretionary investment advisory services on a *fee-only* basis.

INVESTMENT ADVISORY SERVICES

The client can engage TRG to provide discretionary investment advisory services on a negotiable *fee-only* basis. TRG's annual investment advisory fee shall generally be based upon a percentage (%) of the market value and type of assets placed under TRG's management between .50% and 1.0% as follows:

Assets Under Management	Annual Fee %
Under \$1,000,000	1.00%
\$1,000,001 - \$2,000,000	0.75%
Over \$2,000,000	0.50%

TRG's annual investment advisory fee shall include investment advisory services, and, **to the extent specifically requested by the client**, financial planning and consulting services. In the event that the client requires extraordinary planning and/or consultation services (to be determined in the sole discretion of TRG), TRG may determine to charge for such additional services, the dollar amount of which shall be set forth in a separate written notice to the client.

TRG generally requires a minimum annual fee of \$5,000. However, TRG may, in its sole discretion, require or charge a lesser minimum fee based upon certain criteria including but not limited to: anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.

FINANCIAL PLANNING AND CONSULTING SERVICES (STAND-ALONE)

To the extent specifically requested by a client, TRG may determine to provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone fee basis. TRG's financial planning and consulting fees are negotiable, but generally range between \$2,500 and \$10,000 for a comprehensive financial plan, depending upon the level and scope of the services required, and the professional(s) rendering the service(s). TRG, may, in its discretion, also provide hourly financial planning and/or consulting services. The hourly charge for these services will range from \$100 to \$400 depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s).

- B. Clients may elect to have TRG's advisory fees deducted from their custodial account. Both TRG's *Investment Advisory Agreement* and the custodial/clearing agreement may authorize the custodian to debit the account for the amount of TRG's investment advisory fee and to directly remit that management fee to TRG in compliance with regulatory procedures. In the limited event that TRG bills the client directly, payment is due upon receipt of TRG's invoice. TRG shall deduct fees and/or bill clients quarterly in advance, based upon the market value of the assets on the last business day of the previous quarter.

- C. As discussed below, unless the client directs otherwise or an individual client's circumstances require, TRG shall generally recommend that Charles Schwab and Co., Inc. ("*Schwab*") serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as *Schwab* charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). In addition to TRG's investment management fee, brokerage commissions and/or transaction fees, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses). When beneficial to the client, individual fixed-income and/or equity transactions may be effected through broker-dealers with whom TRG and/or the client have entered into arrangements for prime brokerage clearing services, including effecting certain client transactions through other SEC registered and FINRA member broker-dealers (in which event, the client generally will incur both the transaction fee charged by the executing broker-dealer and a "tradeaway" fee charged by *Schwab*).
- D. TRG's annual investment advisory fee shall be prorated and paid quarterly, in advance, based upon the market value of the assets on the last business day of the previous quarter. TRG generally requires a minimum annual fee of \$5,000 for investment advisory services. TRG, in its sole discretion, may charge a lesser investment advisory fee based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.).

The *Investment Advisory Agreement* between TRG and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the *Investment Advisory Agreement*. Upon termination, TRG shall refund the pro-rated portion of the advanced advisory fee paid based upon the number of days remaining in the billing quarter.

- E. Neither TRG, nor its representatives accept compensation from the sale of securities or other investment products.

Item 6 Performance-Based Fees and Side-by-Side Management

Neither TRG nor any supervised person of TRG accepts performance-based fees.

Item 7 Types of Clients

- A. TRG's clients generally include individuals and high net worth individuals. TRG generally requires an annual minimum fee of \$5,000 for investment advisory services. TRG, in its sole discretion, may charge a lesser investment management fee and/or reduce or waive its annual minimum fee or asset level based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.).

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

A. TRG may utilize the following methods of security analysis:

- Charting - (analysis performed using patterns to identify current trends and trend reversals to forecast the direction of prices)
- Fundamental - (analysis performed on historical and present data, with the goal of making financial forecasts)
- Technical – (analysis performed on historical and present data, focusing on price and trade volume, to forecast the direction of prices)
- Cyclical – (analysis performed on historical relationships between price and market trends, to forecast the direction of prices)

TRG may utilize the following investment strategies when implementing investment advice given to clients:

- Long Term Purchases (securities held at least a year)
- Short Term Purchases (securities sold within a year)
- Trading (securities sold within thirty (30) days)

Please Note: Investment Risk. Investing in securities involves risk of loss that clients should be prepared to bear. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by TRG) will be profitable or equal any specific performance level(s). Investing in securities involves risk of loss that clients should be prepared to bear.

B. TRG's methods of analysis and investment strategies do not present any significant or unusual risks. However, every method of analysis has its own inherent risks. To perform an accurate market analysis TRG must have access to current/new market information. TRG has no control over the dissemination rate of market information; therefore, unbeknownst to TRG, certain analyses may be compiled with outdated market information, severely limiting the value of TRG's analysis. Furthermore, an accurate market analysis can only produce a forecast of the direction of market values. There can be no assurances that a forecasted change in market value will materialize into actionable and/or profitable investment opportunities.

TRG's primary investment strategies - Long Term Purchases, Short Term Purchases, and Trading - are fundamental investment strategies. However, every investment strategy has its own inherent risks and limitations. For example, longer term investment strategies require a longer investment time period to allow for the strategy to potentially develop. Shorter term investment strategies require a shorter investment time period to potentially develop but, as a result of more frequent trading, may incur higher transactional costs when compared to a longer term investment strategy. Trading, an investment strategy that requires the purchase and sale of securities within a thirty (30) day investment time period involves a very short investment time period but will incur higher transaction costs when compared to a short term investment strategy and substantially higher transaction costs than a longer term investment strategy.

- C. Currently, TRG primarily allocates client investment assets among various individual equity (stocks), debt (bonds) and fixed income securities, and/or mutual funds on a discretionary basis in accordance with the client's designated investment objective(s).

Item 9 Disciplinary Information

TRG has not been the subject of any disciplinary actions.

Item 10 Other Financial Industry Activities and Affiliations

- A. Neither TRG, nor its representatives, are registered or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.
- B. Neither TRG, nor its representatives, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.
- C. Neither TRG, nor its representatives have any arrangements that would be material to its advisory business or to its clients.
- D. TRG does not recommend or select other investment advisors for its clients.

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

- A. TRG maintains an investment policy relative to personal securities transactions. This investment policy is part of TRG's overall Code of Ethics, which serves to establish a standard of business conduct for all of TRG's Representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request. In accordance with Section 204A of the Investment Advisers Act of 1940, TRG also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by TRG or any person associated with TRG
- B. Neither TRG nor any related person of TRG recommends, buys, or sells for client accounts, securities in which TRG or any related person of TRG has a material financial interest.
- C. TRG and/or representatives of TRG *may* buy or sell securities that are also recommended to clients. This practice may create a situation where TRG and/or representatives of TRG are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. Practices such as "scalping" (i.e., a practice whereby the owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon the rise in the market price which follows the recommendation) could take place if TRG did not have adequate policies in place to detect such activities. In addition, this requirement can help detect insider trading, "front-running" (i.e., personal trades executed prior to those of TRG's clients) and other potentially abusive practices.

TRG has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of TRG's "Access Persons". TRG's securities transaction policy requires that Access Person of TRG must provide the Chief Compliance Officer or his/her designee with a written report of the their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date TRG selects; provided, however that at any time that the Registrant has only one Access Person, he or she shall not be required to submit any securities report described above.

- D. TRG and/or representatives of TRG *may* buy or sell securities, at or around the same time as those securities are recommended to clients. This practice creates a situation where TRG and/or representatives of TRG are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. As indicated above in Item 11.C, TRG has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each of TRG's Access Persons.

Item 12 Brokerage Practices

- A. In the event that the client requests that TRG recommend a broker-dealer/custodian for execution and/or custodial services (exclusive of those clients that may direct TRG to use a specific broker-dealer/custodian), TRG generally recommends that investment management accounts be maintained at *Schwab*. Prior to engaging TRG to provide investment management services, the client will be required to enter into a formal *Investment Advisory Agreement* with TRG setting forth the terms and conditions under which TRG shall manage the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that TRG considers in recommending *Schwab* (or any other broker-dealer/custodian to clients) include historical relationship with TRG, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by TRG's clients shall comply with TRG's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where TRG determines, in good faith, that the commission/transaction fee is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of broker-dealer services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although TRG will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, TRG's investment management fee. TRG's best execution responsibility is qualified if securities that it purchases for client accounts are mutual funds that trade at net asset value as determined at the daily market close.

1. Research and Additional Benefits

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, TRG may receive from *Schwab* (or another broker-dealer/custodian) without cost (and/or at a discount) support services and/or products, certain of which assist TRG to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by TRG may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by TRG in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that *may* be received may assist TRG in managing and administering client accounts. Others do not directly provide such assistance, but rather assist TRG to manage and further develop its business enterprise.

TRG's clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* as a result of this arrangement. There is no corresponding commitment made by TRG to *Schwab* or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

TRG's Chief Compliance Officer, James Rench, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest such arrangement may create.

2. TRG does not receive referrals from broker-dealers.
3. TRG does not generally accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and TRG will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by TRG. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.

Please Note: In the event that the client directs TRG to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through TRG.

TRG's Chief Compliance Officer, James Rensch, remains available to address any questions that a client or prospective client may have regarding the above arrangement.

- B. To the extent that TRG provides investment management services to its clients, the transactions for each client account generally will be effected independently, unless TRG decides to purchase or sell the same securities for several clients at approximately the same time. TRG may (but is not obligated to) combine or "bunch" such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among TRG's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. TRG shall not receive any additional compensation or remuneration as a result of such aggregation.

Item 13 Review of Accounts

- A. For those clients to whom TRG provides investment supervisory services, account reviews are conducted on an ongoing basis by TRG's Principals and/or representatives. All investment supervisory clients are advised that it remains their responsibility to advise TRG of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with TRG on an annual basis.
- B. TRG *may* conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.
- C. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. TRG may also provide a written periodic report summarizing account activity and performance.

Item 14 Client Referrals and Other Compensation

- A. As referenced in Item 12.A.1 above, TRG may receive an indirect economic benefit from *Schwab*. TRG, without cost (and/or at a discount), may receive support services and/or products from *Schwab*.

TRG's clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* as a result of this arrangement. There is no corresponding commitment made by TRG to *Schwab* or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

TRG's Chief Compliance Officer, James Rench, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest any such arrangement may create.

- B. Neither TRG nor related persons of TRG compensate non-supervised persons for client referrals.

Item 15 Custody

TRG shall have the ability to have its advisory fee for each client debited by the custodian on a quarterly basis. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. TRG may also provide a written periodic report summarizing account activity and performance.

Please Note: To the extent that TRG provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by TRG with the account statements received from the account custodian.

Please Also Note: The account custodian does not verify the accuracy of TRG's advisory fee calculation.

Item 16 Investment Discretion

The client can determine to engage TRG to provide investment advisory services on a discretionary basis. Prior to TRG assuming discretionary authority over a client's account, client shall be required to execute *Investment Advisory Agreement*, naming TRG as client's attorney and agent in fact, granting TRG full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage TRG on a discretionary basis may, at anytime, impose restrictions, **in writing**, on TRG's discretionary authority. (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to purchase securities with an inverse relationship to the market, limit or proscribe TRG's use of margin, etc).

Item 17 Voting Client Securities

- A. TRG does not vote client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.
- B. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact TRG to discuss any questions they may have with a particular solicitation.

Item 18 Financial Information

- A. TRG does not solicit fees of more than \$1,200, per client, six months or more in advance.
- B. TRG is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.
- C. TRG has not been the subject of a bankruptcy petition.

ANY QUESTIONS: TRG's Chief Compliance Officer, James Rench, remains available to address any questions that a client or prospective client may have regarding the above disclosures and arrangements.