

## **Brochure**

### **Form ADV Part 2A**

#### **Item 1 - Cover Page**



## **TrueWealth, LLC**

**CRD# 111055**

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**July 8, 2014 Brochure**

This brochure provides information about the qualifications and business practices of TrueWealth, LLC. If you have any questions about the contents of this brochure, please contact us at (404) 898-2000 or [info@truewealth.com](mailto:info@truewealth.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state authority.

TrueWealth, LLC is an investment advisory firm registered with the appropriate regulatory authority. Registration does not imply a certain level of skill or training. Additional information about TrueWealth, LLC also is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

#### **Item 2 - Material Changes**

This Brochure is prepared in the revised format required beginning in 2011. Registered Investment Advisers are required to use this format to inform clients of the nature of advisory services provided, types of clients served, fees charged, potential conflicts of interest and other information. The Brochure requirements include providing a Summary of Material Changes (the "Summary") reflecting any material changes to our policies, practices, or conflicts of interest made since our last required "annual update" filing. In the event of any material changes, such Summary is provided to all clients within 120 days of our fiscal year-end. Our last annual update was filed on March 31, 2014. Of course the complete Brochure is available to clients at any time upon request.

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#### ***Item 4 - Advisory Business***

##### General Information

Windham Brannon Financial Group, LLC was formed in 1999 and changed its name to TrueWealth, LLC ("TrueWealth") in 2014. TrueWealth provides financial planning, portfolio management, selection of other advisors, employee stock option analysis and general consulting services to its clients.

WBFG, Inc. is the principal owner of TrueWealth. Please see ***Brochure Supplements***, Exhibit A, for more information on individuals who formulate investment advice and have direct contact with clients, or have discretionary authority over client accounts.

As of December 31, 2013, TrueWealth managed \$860,974,328 on a discretionary basis, and no assets on a non-discretionary basis.

#### **SERVICES PROVIDED**

At the outset of each client relationship, TrueWealth spends time with the client, asking questions, discussing the client's investment experience and financial circumstances, and broadly identifying major goals of the client.

Clients may elect to retain TrueWealth to prepare a full financial plan. This written report is presented to the client for consideration. In most cases, clients subsequently retain TrueWealth to manage the investment portfolio on an ongoing basis.

For those financial planning clients making this election, and for other clients who do not need financial planning but retain TrueWealth for portfolio management services, based on all the information initially gathered, TrueWealth generally develops with each client:

- a financial outline for the client based on the client's financial circumstances and goals, and the client's risk tolerance level (the "Financial Profile");
- the client's investment objectives and guidelines (the "Investment Plan").

The Financial Profile is a reflection of the client's current financial picture and a look to the future goals of the client. The Investment Plan outlines the types of investments TrueWealth will make on behalf of the client to meet those goals. The Profile and the Plan are discussed regularly with each client, but are not necessarily written documents.

Finally, where TrueWealth provides only limited financial planning or general consulting services, TrueWealth will work with the client to prepare an appropriate summary of the specific project(s) to the extent necessary or advisable under the circumstances.

##### Financial Planning

One of the services offered by TrueWealth is financial planning, described below. This service may be provided as a stand-alone service, or may be coupled with ongoing portfolio management.

Financial planning may include advice that addresses one or more areas of a client's financial situation, such as estate planning, risk management, budgeting and cash flow controls, retirement planning, education funding, and investment portfolio design. Depending on a client's particular situation, financial planning may include some or all of the following:

- Gathering factual information concerning the client's personal and financial situation;
- Assisting the client in establishing financial goals and objectives;
- Analyzing the client's present situation and anticipated future activities in light of the client's financial goals and objectives;
- Identifying problems foreseen in the accomplishment of these financial goals and objectives and offering alternative solutions to the problems;
- Making recommendations to help achieve retirement plan goals and objectives;
- Designing an investment portfolio to help meet the goals and objectives of the client;
- Providing estate planning;
- Assessing risk and reviewing basic health, life and disability insurance needs; or
- Reviewing goals and objectives and measuring progress toward these goals.

Once financial planning advice is given, the client may choose to have TrueWealth implement the client's financial plan and manage the investment portfolio on an ongoing basis. However, the client is under no obligation to act upon any of the recommendations made by TrueWealth under a financial planning engagement and/or engage the services of any recommended professional.

TrueWealth does not provide tax, accounting or legal advice. Clients will engage their own accountants and attorneys for such advice and compliance work.

#### Direct Portfolio Management

As described above, at the beginning of a client relationship, TrueWealth meets with the client, gathers information, and performs research and analysis as necessary to develop the client's Investment Plan. The Investment Plan will be updated from time to time when requested by the client, or when determined to be necessary or advisable by TrueWealth based on updates to the client's financial or other circumstances.

To implement the client's Investment Plan, TrueWealth will manage the client's investment portfolio on a discretionary basis. As a discretionary investment adviser, TrueWealth will have the authority to supervise and direct the portfolio without prior consultation with the client. TrueWealth will invest primarily in mutual funds, bonds, ETF's (Exchange Traded Funds) and common stocks (or Separate Account Managers who select these types of investments).

Notwithstanding the foregoing, clients may impose certain written restrictions on TrueWealth in the management of their investment portfolios, such as prohibiting the inclusion of certain types of investments in an investment portfolio or prohibiting the sale of certain investments held in the account at the commencement of the relationship. Each client should note, however, that restrictions imposed by a client may adversely affect the composition and performance of the client's investment portfolio. Each client should also note that his or her investment portfolio is treated individually by giving consideration to each purchase or sale for the client's account. For these and other reasons, performance of client investment portfolios within the same investment objectives, goals and/or risk tolerance may differ and clients should not expect that the composition or performance of their investment portfolios would necessarily be consistent with similar clients of TrueWealth.

#### Separate Account Manager Selection

When appropriate and in accordance with the Investment Plan for a client, TrueWealth may utilize one or more Separate Account Managers, each a "Manager". Having access to various Managers offers a wide variety of manager styles, and offers clients the opportunity to utilize more than one

Manager if necessary to meet the needs and investment objectives of the client. TrueWealth will select the Manager(s) it deems most appropriate for the client. Factors that TrueWealth considers in recommending/selecting Managers generally includes the client's stated investment objective(s), management style, performance, risk level, reputation, financial strength, reporting, pricing, and research.

The Manager(s) will be granted discretionary trading authority to provide investment supervisory services for the portfolio. TrueWealth will assist the Client in the process of actually selecting and engaging the manager(s) of their choice. In addition, TrueWealth will provide the Client with an analysis of each manager under consideration, will orchestrate personal interviews between portfolio managers and Clients (if appropriate), and will assist the Client in the fee negotiation process if possible. However, when the Client selects a Manager, the Manager is approved and engaged by the Client directly, and TrueWealth has no authority to hire or fire such Managers.

With respect to assets managed by a Manager, TrueWealth's role will be to monitor the overall financial situation of the client, to monitor the investment approach and performance of the Manager(s), and to assist the client in understanding the investments of the portfolio.

#### General Consulting

In addition to the foregoing services, TrueWealth may provide general consulting services to clients. These services are generally provided on a project basis, and may include, without limitation: minimal cash flow planning for certain events such as education expenses or retirement; estate planning analysis; income tax planning analysis; review of a client's insurance portfolio, and employee stock option analysis. Other matters specific to the client as and when requested by the client and agreed to by TrueWealth will also be addressed. The scope and fees for consulting services will be negotiated with each client at the time of engagement for the applicable project.

TrueWealth does not provide tax, accounting or legal advice. Clients will engage their own accountants and attorneys for such advice and compliance work.

### ***Item 5 - Fees and Compensation***

#### General Fee Information

Fees paid by the client to TrueWealth are exclusive of all custodial and transaction costs paid to the client's custodian, brokers or other third party consultants. Please see ***Item 12 - Brokerage Practices*** for additional information. Fees paid to TrueWealth are also separate and distinct from the fees and expenses charged by mutual funds, ETFs (exchange traded funds) or other investment pools to their shareholders (generally including a management fee and fund expenses, as described in each fund's prospectus or offering materials). The client should review all fees charged by funds, brokers, TrueWealth and others to fully understand the total amount of fees paid by the client for investment and financial-related services. TrueWealth receives no fee payments from any third parties, including custodians and mutual funds.

#### Financial Planning Fees

Fees generally range from \$1,500-\$4,500 for this service. Fees may be waived at TrueWealth's discretion for Clients who engage TrueWealth for its portfolio management service, but are not generally waived.

### Portfolio Management Fees

The annual fee schedule, based on a percentage of assets under management, is as follows:

First \$2,000,000	1.00%
Next \$3,000,000	0.75%
Balance above \$5,000,000	0.50%

A minimum portfolio value may apply. The minimum annual fee for any account is \$10,000. TrueWealth may, at its discretion, make exceptions to the foregoing or negotiate special fee arrangements where TrueWealth deems it appropriate under the circumstances.

Portfolio management fees are generally payable quarterly, in advance. If management begins after the start of a quarter, fees will be prorated accordingly. With client authorization and unless other arrangements are made, fees are normally debited directly from client account(s).

Either TrueWealth or the client may terminate their Investment Management Agreement at any time, subject to any written notice requirements in the agreement. In the event of termination, any paid but unearned fees will be promptly refunded to the client based on the number of days that the account was managed, and any fees due to TrueWealth from the client will be invoiced or deducted from the client's account prior to termination.

### General Consulting Fees

When TrueWealth provides general consulting services to clients, these services are generally separate from TrueWealth's financial planning and portfolio management services. Fees for general consulting are negotiated at the time of the engagement for such services, and are normally based on an hourly or fixed fee basis.

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

TrueWealth does not have any performance-based fee arrangements. "Side by Side Management" refers to a situation in which the same firm manages accounts that are billed based on a percentage of assets under management and at the same time manages other accounts for which fees are assessed on a performance fee basis. Because TrueWealth has no performance-based fee accounts, it has no side-by-side management.

### ***Item 7 - Types of Clients***

TrueWealth serves individuals, trusts, and estates. TrueWealth may impose a minimum portfolio value for conventional investment advisory services, and the annual minimum fee charged is \$10,000. Under certain circumstances and in its sole discretion, TrueWealth may negotiate such minimums.

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

#### Methods of Analysis

TrueWealth basis its security selection upon market research and portfolio construction methodologies developed by Eugene Fama (University of Chicago School of Business) and Ken French (Dartmouth) as well as Dimensional Fund Advisors ("DFA") where they both work as advisors to DFA's mutual funds, separate accounts, and research. In addition, a client's goals and objectives will influence the portfolio construction process.

TrueWealth believes that traditional approaches to investment management based upon forecasting returns of securities, asset classes, and Managers does not add to expected investment returns and can increase risks unnecessarily. TrueWealth uses what is commonly viewed as passive approaches to investment management. Currently, TrueWealth uses Dimensional Fund Advisors (DFA) institutional mutual funds extensively in clients' portfolios. DFA's investment philosophy is consistent with TrueWealth's by providing cost effective exposure to global asset classes. TrueWealth reviews DFA's fund performance and operations periodically to determine their appropriateness for client portfolios.

When TrueWealth cannot access DFA for client portfolios due to account restrictions, TrueWealth will use a more traditional approach to screening managers/funds. Managers and funds are categorized according to investment philosophy and approach, and are ranked according to performance and other factors. Screening is also based on Client/Portfolio constraints, and TrueWealth maintains certain standards for all potential money managers/funds to meet or exceed.

Fixed income investments may be used as a strategic investment, as an instrument to fulfill liquidity or income needs in a portfolio, or to add a component of capital preservation. TrueWealth may evaluate and select individual bonds or bond funds based on a number of factors including, without limitation, rating, yield and duration.

In selecting individual stocks for an account, TrueWealth generally applies traditional fundamental analysis including, without limitation, the following factors:

- Financial strength ratios;
- Price-to-earnings ratios;
- Dividend yields; and
- Growth rate-to-price earnings ratios

#### Investment Strategies

Academic research as well as history has shown that capital markets work. This means that capital markets provide positive returns and process information and attract capital very efficiently. Traditional investment management assumes by its very nature that markets are inefficient, that by laborious research and analysis one can predict the movement of the market, an asset class, or a security. The evidence of active manager performance contradicts this notion.

Higher than risk-free returns require one to assume certain risks, mainly the unpredictable short term returns of investments. The higher the potential return, the less the returns are predictable in the short run. However, given enough time, the predictability of higher returns increase, and the additional risk can be justified.

TrueWealth believes that certain risks are not justified, because they do not increase the expected return above that of the market. Examples of these types of risks are concentrated stock, concentrated asset classes, market timing, and active security selection. In addition to increasing uncompensated risks, these types of risks increase trading costs and taxes for taxable investors, which in turn may lower the expected return.

The exposure to certain markets risks explains approximately 90% of the performance of a portfolio. These risks are usually defined in terms of asset classes, such as large capitalization

stocks, small cap stocks, bonds, money markets, etc. All the other factors such as market timing and security selection only account for a small part of performance.

Consequently, TrueWealth focuses on the factors that contribute the most to performance. Also, certain factors have provided “out-performance” historically. Exposure to value and small cap stocks typically have higher risks associated with them and have provided higher returns than the S&P 500 over time.

TrueWealth’s overall strategic approach is to invest each portfolio in accordance with the Plan that has been developed specifically for each client. This means that the following strategies may be used in varying combinations over time for a given client, depending upon the client’s individual circumstances.

Long Term Purchases – securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.

Short Term Purchases – securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities’ short term price fluctuations.

Margin Transactions – a securities transaction in which an investor borrows money to purchase a security, in which case the security serves as collateral on the loan.

#### Risk of Loss

While TrueWealth seeks to diversify clients’ investment portfolios across various asset classes consistent with their Investment Plans in an effort to reduce risk of loss, all investment portfolios are subject to risks. Accordingly, there can be no assurance that client investment portfolios will be able to fully meet their investment objectives and goals, or that investments will not lose money.

Below is a description of several of the principal risks that client investment portfolios face.

*Management Risks.* While TrueWealth manages client investment portfolios based on TrueWealth’s experience, research and proprietary methods, the value of client investment portfolios will change daily based on the performance of the underlying securities in which they are invested. Accordingly, client investment portfolios are subject to the risk that TrueWealth allocates assets to asset classes that are adversely affected by unanticipated market movements, and the risk that TrueWealth’s specific investment choices could underperform their relevant indexes.

*Risks of Investments in Mutual Funds, ETFs and Other Investment Pools.* As described above, TrueWealth will generally invest client portfolios in mutual funds, ETFs and other investment pools (“pooled investment funds”). Investments in pooled investment funds are generally less risky than investing in individual securities because of their diversified portfolios; however, these investments are still subject to risks associated with the markets in which they invest. In addition, pooled investment funds’ success will be related to the skills of their particular managers and their performance in managing their funds. Pooled investment funds are also subject to risks due to regulatory restrictions applicable to registered investment companies under the Investment Company Act of 1940.

*Equity Market Risks.* TrueWealth may invest portions of client assets directly into equity investments, primarily stocks, or into pooled investment funds that invest in the stock market. As



noted above, while pooled investments have diversified portfolios that may make them less risky than investments in individual securities, funds that invest in stocks and other equity securities are nevertheless subject to the risks of the stock market. These risks include, without limitation, the risks that stock values will decline due to daily fluctuations in the markets, and that stock values will decline over longer periods (e.g., bear markets) due to general market declines in the stock prices for all companies, regardless of any individual security's prospects.

*Fixed Income Risks.* TrueWealth may invest portions of client assets directly into fixed income instruments, such as bonds and notes, or may invest in pooled investment funds that invest in bonds and notes. While investing in fixed income instruments, either directly or through pooled investment funds, is generally less volatile than investing in stock (equity) markets, fixed income investments nevertheless are subject to risks. These risks include, without limitation, interest rate risks (risks that changes in interest rates will devalue the investments), credit risks (risks of default by borrowers), or maturity risk (risks that bonds or notes will change value from the time of issuance to maturity).

*Foreign Securities Risks.* TrueWealth may invest portions of client assets into pooled investment funds that invest internationally. While foreign investments are important to the diversification of client investment portfolios, they carry risks that may be different from U.S. investments. For example, foreign investments may not be subject to uniform audit, financial reporting or disclosure standards, practices or requirements comparable to those found in the U.S. Foreign investments are also subject to foreign withholding taxes and the risk of adverse changes in investment or exchange control regulations. Finally, foreign investments may involve currency risk, which is the risk that the value of the foreign security will decrease due to changes in the relative value of the U.S. dollar and the security's underlying foreign currency.

#### ***Item 9 - Disciplinary Information***

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to a client's evaluation of TrueWealth or the integrity of TrueWealth's management. TrueWealth has no disciplinary events to report.

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

John F. Edgar, a Director and shareholder of WCFG, Inc., is a shareholder of Windham Brannon Personal Planning Services, P.C., ("WBPPS"), a certified public accounting firm. WBPPS primarily provides family limited partnership administration services and charitable planning services. TrueWealth may recommend this affiliated firm to advisory clients in need of the types of services that WBPPS offers. Such services are separate and distinct from the advisory services of TrueWealth, and are provided under separate engagement. No TrueWealth client is obligated to use the affiliate's services. Certain shareholders in WBPPS may spend the majority of his/her time on this activity during certain times of the year.

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

##### **Code of Ethics and Personal Trading**

TrueWealth has adopted a Code of Ethics ("the Code"), the full text of which is available to you upon request. TrueWealth's Code has several goals. First, the Code is designed to assist TrueWealth in complying with applicable laws and regulations governing its investment advisory business. Under the Investment Advisers Act of 1940, TrueWealth owes fiduciary duties to its clients. Pursuant to these fiduciary duties, the Code requires persons associated with TrueWealth (managers, officers

and employees) to act with honesty, good faith and fair dealing in working with clients. In addition, the Code prohibits such associated persons from trading or otherwise acting on insider information.

Next, the Code sets forth guidelines for professional standards for TrueWealth's associated persons. Under the Code's Professional Standards, TrueWealth expects its associated persons to put the interests of its clients first, ahead of personal interests. In this regard, TrueWealth associated persons are not to take inappropriate advantage of their positions in relation to TrueWealth clients.

Third, the Code sets forth policies and procedures to monitor and review the personal trading activities of associated persons. From time to time TrueWealth's associated persons may invest in the same securities recommended to clients. Under its Code, TrueWealth has adopted procedures designed to reduce or eliminate conflicts of interest that this could potentially cause. The Code's personal trading policies include procedures for limitations on personal securities transactions of associated persons, reporting and review of such trading and pre-clearance of certain types of personal trading activities. These policies are designed to discourage and prohibit personal trading that would disadvantage clients. The Code also provides for disciplinary action as appropriate for violations.

#### Participation or Interest in Client Transactions

Because client accounts are invested most often in open-end mutual funds and ETFs, there is little opportunity for a conflict of interest between personal trades by TrueWealth associated persons and trades in client accounts, even when such accounts invest in the same securities. However, in the event of other identified potential trading conflicts of interest, TrueWealth's goal is to place client interests first.

Consistent with the foregoing, TrueWealth maintains policies regarding participation in initial public offerings (IPOs) and private placements to comply with applicable laws and avoid conflicts with client transactions. If a TrueWealth associated person wishes to participate in an IPO or invest in a private placement, he or she must submit a pre-clearance request and obtain the approval of the Chief Compliance Officer.

Finally, if associated persons trade with client accounts (i.e., in a bundled or aggregated trade), and the trade is not filled in its entirety, the associated person's shares will be removed from the block, and the balance of shares will be allocated among client accounts in accordance with TrueWealth's written policy.

### ***Item 12 - Brokerage Practices***

#### Best Execution and Benefits of Brokerage Selection

When given discretion to select the brokerage firm that will execute orders in client accounts, TrueWealth seeks "best execution" for client trades, which is a combination of a number of factors, including, without limitation, quality of execution, services provided and commission rates. Therefore, TrueWealth may use or recommend the use of brokers who do not charge the lowest available commission in the recognition of research and securities transaction services, or quality of execution. Research services received with transactions may include proprietary or third party research (or any combination), and may be used in servicing any or all of TrueWealth's clients. Therefore, research services received may not be used for the account for which the particular transaction was effected.

TrueWealth may recommend that clients establish brokerage accounts with Charles Schwab & Co., Inc. (Schwab), a FINRA registered broker-dealer, member SIPC, as the qualified custodian to maintain custody of clients' assets. TrueWealth may also effect trades for client accounts at Schwab, or may in some instances, consistent with TrueWealth's duty of best execution and specific agreement with each client, elect to execute trades elsewhere. Although TrueWealth may recommend that clients establish accounts at Schwab, it is ultimately the client's decision to custody assets with Schwab. TrueWealth is independently owned and operated and is not affiliated with Schwab.

Schwab Advisor Services provides TrueWealth with access to its institutional trading, custody, reporting and related services, which are typically not available to Schwab retail investors. Schwab also makes available various support services. Some of these services help TrueWealth manage or administer our clients' accounts while others help TrueWealth manage and grow our business. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them. These services are not soft dollar arrangements, but are part of the institutional platform offered by Schwab. Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For TrueWealth client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts. Schwab Advisor Services also makes available to TrueWealth other products and services that benefit TrueWealth but may not directly benefit its clients' accounts. Many of these products and services may be used to service all or some substantial number of TrueWealth accounts, including accounts not maintained at Schwab.

Schwab's products and services that assist TrueWealth in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide pricing and other market data; (iv) facilitate payment of TrueWealth's fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

Schwab Advisor Services also offers other services intended to help TrueWealth manage and further develop its business enterprise. These services may include: (i) technology, compliance, legal and business consulting; (ii) publications and conferences on practice management and business succession; and (iii) access to employee benefits providers, human capital consultants and insurance providers. Schwab may make available, arrange and/or pay third-party vendors for the types of services rendered to TrueWealth. Schwab Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to TrueWealth. Schwab Advisor Services may also provide other benefits such as educational events or occasional business entertainment of TrueWealth personnel. In evaluating whether to recommend that clients custody their assets at Schwab, TrueWealth may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors it considers and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.

### Directed Brokerage

Clients may direct TrueWealth to use a particular broker for custodial or transaction services on behalf of the client's portfolio. In directed brokerage arrangements, the client is responsible for negotiating the commission rates and other fees to be paid to the broker. Accordingly, a client who directs brokerage should consider whether such designation may result in certain costs or disadvantages to the client, either because the client may pay higher commissions or obtain less favorable execution, or the designation limits the investment options available to the client.

The arrangement that TrueWealth has with Schwab is designed to maximize efficiency and to be cost effective. By directing brokerage arrangements, the client acknowledges that these economies of scale and levels of efficiency are generally compromised when alternative brokers are used. While every effort is made to treat clients fairly over time, the fact that a client chooses to use the brokerage and/or custodial services of these alternative service providers may in fact result in a certain degree of delay in executing trades for their account(s) and otherwise adversely affect management of their account(s).

By directing TrueWealth to use a specific broker or dealer, clients who are subject to ERISA confirm and agree with TrueWealth that they have the authority to make the direction, that there are no provisions in any client or plan document which are inconsistent with the direction, that the brokerage and other goods and services provided by the broker or dealer through the brokerage transactions are provided solely to and for the benefit of the client's plan, plan participants and their beneficiaries, that the amount paid for the brokerage and other services have been determined by the client and the plan to be reasonable, that any expenses paid by the broker on behalf of the plan are expenses that the plan would otherwise be obligated to pay, and that the specific broker or dealer is not a party in interest of the client or the plan as defined under applicable ERISA regulations.

### Aggregated Trade Policy

When practical, TrueWealth attempts to aggregate trades when such aggregation may result in a better execution and/or a lower commission rate, but TrueWealth may not aggregate trades for all securities transactions, which could result in higher costs for its Clients.

### ***Item 13 - Review of Accounts***

Managed portfolios are reviewed at least quarterly, but may be reviewed more often if requested by the client, upon receipt of information material to the management of the portfolio, or at any time such review is deemed necessary or advisable by TrueWealth. These factors may include, but are not limited to, the following: change in general client circumstances (marriage, divorce, retirement); or economic, political or market conditions. A team of TrueWealth's wealth advisors and financial planning professionals reviews all accounts.

Account custodians are responsible for providing monthly or quarterly account statements which reflect the positions (and current pricing) in each account as well as transactions in each account, including fees paid from an account. Account custodians also provide prompt confirmation of all trading activity, and year-end tax statements, such as 1099 forms. In addition, TrueWealth provides at least an annual report for each managed portfolio. This written report normally includes a summary of portfolio holdings and performance results. Additional reports are available at the request of the client.

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

As noted above, TrueWealth may receive an economic benefit from Schwab in the form of support products and services it makes available to TrueWealth and other independent investment advisors that have their clients maintain accounts at Schwab. These products and services, how they benefit our firm, and the related conflicts of interest are described in ***Item 12 - Brokerage Practices***. The availability of Schwab's products and services to TrueWealth is based solely on our participation in the programs and not in the provision of any particular investment advice.

From time to time, TrueWealth may enter into arrangements with third parties ("Solicitors") to identify and refer potential clients to TrueWealth. Consistent with legal requirements under the Investment Advisers Act of 1940, as amended, TrueWealth enters into written agreements with Solicitors under which, among other things, Solicitors are required to disclose their compensation arrangements to prospective clients before they enter into an agreement with TrueWealth.

#### ***Item 15 - Custody***

Schwab is the custodian of nearly all client accounts at TrueWealth. From time to time, clients may select an alternate broker to hold accounts in custody. In any case, it is the custodian's responsibility to provide clients with confirmations of trading activity, tax forms and at least quarterly account statements. Clients are advised to review this information carefully, and to notify TrueWealth of any questions or concerns. Clients are also asked to promptly notify TrueWealth if the custodian fails to provide statements on each account held.

From time to time and in accordance with TrueWealth's agreement with clients, TrueWealth will provide additional reports. The account balances reflected on these reports should be compared to the balances shown on the brokerage statements to ensure accuracy. At times there may be small differences due to the timing of dividend reporting and pending trades.

#### ***Item 16 - Investment Discretion***

As described above under ***Item 4 - Advisory Business***, TrueWealth manages portfolios on a discretionary basis. This means that after an Investment Plan is developed for the client's investment portfolio, TrueWealth will execute that plan without specific consent from the client for each transaction. For discretionary accounts, a Limited Power of Attorney ("LPOA") is executed by the client, giving TrueWealth the authority to carry out various activities in the account, generally including the following: trade execution; the ability to request checks on behalf of the client; and, the withdrawal of advisory fees directly from the account. TrueWealth then directs investment of the client's portfolio using its discretionary authority. The client may limit the terms of the LPOA to the extent consistent with the client's investment advisory agreement with TrueWealth and the requirements of the client's custodian. The discretionary relationship is further described in the agreement between TrueWealth and the client.

#### ***Item 17 - Voting Client Securities***

With respect to securities selected on behalf of the client in a managed account or recommended to a client, TrueWealth may vote proxies where required under client agreements. TrueWealth seeks to vote proxies in the best interest of the client(s) holding the applicable securities. In voting proxies, TrueWealth considers factors that TrueWealth believes relate to the client's investment(s) and factors, if any, that are set forth in written instructions from the client.

In general, TrueWealth believes that voting proxies in accordance with the following guidelines, with respect to such routine items, is in the best interests of our clients. Accordingly, TrueWealth generally votes **for**:

- The election of directors (where no corporate governance issues are implicated);
- Proposals that strengthen the shared interests of shareholders and management;
- The selection of independent auditors based on management or director recommendation, unless a conflict of interest is perceived;
- Proposals that TrueWealth believes may lead to an increase in shareholder value;
- Management recommendations adding or amending indemnification provisions in charter or by-laws; and
- Proposals that maintain or increase the rights of shareholders.

TrueWealth will generally vote **against** any proposals that TrueWealth believes will have a negative impact on shareholder value or rights. If TrueWealth perceives a conflict of interest, TrueWealth's policy is to notify affected clients so that they may choose the course of action they deem most appropriate.

As stated earlier, TrueWealth's goal is to vote proxies in the best interest of the client(s). To that end, TrueWealth has engaged Broadridge, a Voting Agent Service, to facilitate TrueWealth's proxy voting service, and has adopted the voting methodology of Glass Lewis, a proxy advisory service, to research and determine rationale for voting each proxy. A copy of our complete policy, as well as records of proxies voted; are available to clients upon request. As required under the Advisers Act, such records are maintained for a period of five (5) years.

#### ***Item 18 - Financial Information***

TrueWealth does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore has no disclosure required for this item.

# **Exhibit A**

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**James W. Heard, CFP®, CLU, ChFC**

**CRD# 1219939**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Jim Heard, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Jim is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

James W. Heard (year of birth 1957) is President and CEO of TrueWealth (formerly Windham Brannon Financial Group, LLC) where he specializes in Senior Executive Planning and ultra-high net worth individuals. Jim has over 30 years of experience in the financial services industry. Prior to becoming President of TrueWealth in 1999, Jim owned and managed Monarch Capital, a Registered Investment Adviser.

Jim is a graduate of Davidson College, and in addition to being a CERTIFIED FINANCIAL PLANNER™ professional\*, he holds Chartered Life Underwriter\*\* (CLU) and Chartered Financial Consultant\*\*\* (ChFC) designations. Jim is a member of the fee-only National Association of Personal Financial Advisors (NAPFA) and the Financial Planning Association (FPA).



\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

\*\* The Chartered Life Underwriter ("CLU") is a professional designation for individuals who wish to specialize in life insurance and estate planning. Individuals must complete five core courses and three elective courses, and successfully pass all eight two-hour, 100-question examinations in order to receive the designation.

\*\*\* The Chartered Financial Consultant ("ChFC") is a financial planning designation for the insurance industry awarded by the American College of Bryn Mawr. ChFCs must meet experience requirements and pass exams covering finance and investing. They must have at least three years of experience in the financial industry, and have studied and passed an examination on the fundamentals of financial planning, including income tax, insurance, investment and estate planning.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Jim has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Jim is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Jim has no other income or compensation to disclose.

### ***Item 6 - Supervision***

Jim Heard as Chief Compliance Officer is responsible to provide supervisory oversight to the staff; however, Jim also participates as a team member in the investment and trading processes. Jim may be contacted at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Amy F. Merrill, CFP®**

**CRD# 4658964**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Amy Merrill, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Amy is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Amy F. Merrill (year of birth 1971) is Managing Member of TrueWealth (formerly Windham Brannon Financial Group, LLC) where she specializes in high net worth individuals, corporate executives, widow(er)s/divorcees, and comprehensive wealth management. Amy's responsibilities within TrueWealth include overseeing client relationships, developing planning strategies, communicating with clients, preparing financial plans, and coordinating the implementation of these plans. Her strength in managing all facets of TrueWealth's clients' financial needs is critical to delivering the high level service TrueWealth's clients deserve.

Amy has extensive experience in financial planning issues for corporate executives and directors. Prior to joining TrueWealth in 2001, Amy gained valuable experience with SunTrust Bank in Atlanta where she was a Vice President in the Private Client Division.

Amy earned a BS in Business Administration with a concentration in Finance from the University of North Carolina. She is a CERTIFIED FINANCIAL PLANNER™ professional\*.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Amy has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Amy is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Amy has no other income or compensation to disclose.

### ***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Amy and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Stacy M. Lewis, CFP®**

**CRD# 4609677**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

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[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Stacy Lewis, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Stacy is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Stacy M. Lewis (year of birth 1970) is a Wealth Advisor of TrueWealth (formerly Windham Brannon Financial Group, LLC) where she specializes in wealth management and also preparation and implementation of financial plans. Stacy's strong sense of responsibility, coupled with an extensive background in finance, is what makes her a valuable asset to the TrueWealth team. She thoroughly enjoys working with clients to ensure that both their personal and financial goals are achieved. Clients can feel secure knowing that Stacy is committed to providing excellent service.

Prior to joining TrueWealth in 2007, Stacy had an extensive career at SunTrust Bank, which included portfolio management in the Private Banking group. Most recently, Stacy was a Director in the Corporate & Investment Banking division.

Stacy earned her BBA at Stetson University and her MBA from Rollins College. She is a CERTIFIED FINANCIAL PLANNER™ professional\*.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Stacy has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Stacy is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Stacy has no other income or compensation to disclose.

***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Stacy and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Jennifer E. Acuff, CPA, PFS, CFP®**

**CRD# 5363647**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Jennifer Acuff, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Jennifer is available on the SEC's website at  
[www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Jennifer E. Acuff (year of birth 1980) is a Wealth Advisor of (formerly Windham Brannon Financial Group, LLC) TrueWealth where she specializes in high net worth individuals and families, widow(er)/divorcees, and charitable planning strategies. Jennifer brings valuable expertise to TrueWealth's team with her knowledge in working with high net worth individuals and families. Jennifer's deep concern for securing a client's success and her attention to detail provide an excellent experience for her clients. Jennifer, above all, seeks to provide both professional insight and an overall peace of mind to each of the clients with whom she works.

Prior to joining TrueWealth in 2007, Jennifer gained valuable experience at PricewaterhouseCoopers in Atlanta, in their Personal Financial Services (PFS) group. She worked

with high net worth individuals, corporate executives, and family business owners to successfully preserve and enhance their wealth by assessing their financial picture as a whole.

Jennifer earned both her BBA and Masters in Accounting, with a concentration in Taxation, from the University of Georgia. She holds professional designations as a Certified Public Accountant\* (CPA) and a Personal Financial Specialist\*\* (PFS). Jennifer is also a CERTIFIED FINANCIAL PLANNER™ professional\*\*\*.

\* A CPA is a Certified Public Accountant. ALL CPA candidates must pass the Uniform CPA Examination to qualify for a CPA certificate and license to practice public accounting. While the exam is the same regardless of where it is taken, every state/jurisdiction has its own set of education and experience requirements that individuals must meet. However, most states require at least a bachelor's degree and at least two years public accounting experience.

\*\* The PFS designation is granted exclusively to CPA's with the combination of extensive tax expertise and comprehensive knowledge of financial planning. The requirements for the PFS credential are established by the PFP (Personal Financial Planning) staff at the AICPA (American Institute of CPA's), the National Accreditation Commission, along with the PFS Credential Committee, and accurately reflect the depth and breadth of experience and technical expertise required to obtain this credential. The 5 major requirements are: (1) Obtain CPA licensure (2) join the AICPA and be a member in good standing (3) complete a comprehensive PFP education, consisting of a minimum of 80 hours of PFP training and education within the five year period preceding the date of the PFS application (4) attain 2 years of full-time business or teaching experience in the area of Personal Financial Planning and (5) pass a PFP examination.

\*\*\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Jennifer has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Jennifer is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Jennifer has no other income or compensation to disclose.

***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Jennifer and for reviewing accounts. Jim can be reached at (404) 898-2000.



**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**John F. Edgar, Jr., CPA, PFS**

**CRD# 2444595**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
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[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about John Edgar, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about John is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

John F. Edgar, Jr. (year of birth 1948) is a Managing Member of TrueWealth (formerly Windham Brannon Financial Group, LLC). John is also President of Windham Brannon Personal Planning Services, P.C., a certified public accounting firm, where he specializes in family limited partnerships and charitable trusts. His focus is advising and administering family limited partnerships. His clients also depend on him for advice in solving estate and gift tax matters, risk management, charitable planning, family wealth succession issues, monitoring bank trust department relationships and entity selection for holding and protecting assets. John started the certified public accounting firm of Windham Brannon Personal Planning Services, P.C. in 1993.

John joined Windham Brannon, P.C., a certified public accounting firm, in 1970 following graduation from Georgia State University. In 1976, he was admitted as partner. John became President of Dellinger Management Co. in 1989, a management company providing strategic planning services

exclusively for a group of commonly controlled businesses. In 1992, John obtained accreditation from the AICPA as a Personal Financial Specialist\* (PFS) and returned to Atlanta to his practice as an independent Certified Public Accountant\*\* (CPA) and PFS.

John earned both his BBA in Accounting and MBA, with a major in Insurance (Estate Planning) from Georgia State University. He is a member of the American Institute of Certified Public Accountants (AICPA), the Georgia Society of Certified Public Accountants (GSCPA), and Trustee Emeritus of Georgia Federal Tax Conference. John has served as a member of the AICPA Tax Executive Committee and is past Chairman of the Tax Forms Subcommittee. From 1988 to 1990, he served as a member of the AICPA Personal Financial Planning Committee. He is past President of the Atlanta Estate Planning Council.

\* The PFS designation is granted exclusively to CPA's with the combination of extensive tax expertise and comprehensive knowledge of financial planning. The requirements for the PFS credential are established by the PFP (Personal Financial Planning) staff at the AICPA (American Institute of CPA's), the National Accreditation Commission, along with the PFS Credential Committee, and accurately reflect the depth and breadth of experience and technical expertise required to obtain this credential. The 5 major requirements are: (1) Obtain CPA licensure (2) join the AICPA and be a member in good standing (3) complete a comprehensive PFP education, consisting of a minimum of 80 hours of PFP training and education within the five year period preceding the date of the PFS application (4) attain 2 years of full-time business or teaching experience in the area of Personal Financial Planning and (5) pass a PFP examination.

\*\* A CPA is a Certified Public Accountant. ALL CPA candidates must pass the Uniform CPA Examination to qualify for a CPA certificate and license to practice public accounting. While the exam is the same regardless of where it is taken, every state/jurisdiction has its own set of education and experience requirements that individuals must meet. However, most states require at least a bachelor's degree and at least two years public accounting experience.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however John has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

John is President and a shareholder of Windham Brannon Personal Planning Services, P.C., a certified public accounting firm and affiliate of TrueWealth.

Other than his practice as a CPA, John is not engaged in any other investment-related business or occupation, and does not earn compensation for the sale of any other products or services.

### ***Item 5 - Additional Compensation***

As stated above, John has no other income or compensation to disclose.

### ***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising John and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Roger G. Ward, CPA, PFS, CFP®**

**CRD# 4635615**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Roger Ward, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Roger is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Roger G. Ward (year of birth 1964) is a Managing Member of TrueWealth (formerly Windham Brannon Financial Group, LLC). Roger is experienced with helping clients simplify the complications that come with dealing with wealth. He specializes in assisting clients with complicated personal financial planning situations, retirement planning, and liquidity event planning. Roger enjoys the process of helping clients turn assets into a lifestyle through prudent planning.

Prior to joining TrueWealth, Roger was the director of Tarpley & Underwood Financial Advisors, a firm that merged with TrueWealth in 2011. He joined Tarpley & Underwood Financial Advisors in 1998, and prior to that, Roger served as the Comptroller for the Savannah-Chatham Board of Education and worked in the Atlanta office of Deloitte and Touche.

Roger earned a BS degree in Finance from the University of South Carolina and a Masters in personal Financial Planning from Georgia State University. He is a Certified Public Accountant\* (CPA), a Personal Financial Specialist\*\* (PFS), and a CERTIFIED FINANCIAL PLANNER™ professional\*\*\*.

Roger is involved in several professional organizations including the Personal Financial Planning Section of the American Institute of CPAs, the Estate and Financial Planning Section of the Georgia Society of CPAs, and the Financial Planning Association. He has also served as adjunct faculty for the Department of Risk Management and Insurance at Georgia State University teaching a course on personal financial planning. Roger is a member of Roswell United Methodist Church.

\* A CPA is a Certified Public Accountant. ALL CPA candidates must pass the Uniform CPA Examination to qualify for a CPA certificate and license to practice public accounting. While the exam is the same regardless of where it is taken, every state/jurisdiction has its own set of education and experience requirements that individuals must meet. However, most states require at least a bachelor's degree and a concentration in accounting, and at least one year public accounting experience under the supervision of or verification by a CPA. Once the designation is attained, the CPA is required to meet continuing education requirements.

\*\* The PFS designation is granted exclusively to CPA's with the combination of extensive tax expertise and comprehensive knowledge of personal financial planning. The requirements for the PFS credential are established by the PFP (Personal Financial Planning) staff at the AICPA (American Institute of CPA's), the National Accreditation Commission, along with the PFS Credential Committee, and accurately reflect the depth and breadth of experience and technical expertise required to obtain this credential. The 5 major requirements are: (1) Obtain CPA licensure (2) join the AICPA and be a member in good standing (3) complete a comprehensive PFP education, consisting of a minimum of 80 hours of PFP training and education within the five year period preceding the date of the PFS application (4) fulfill 3,000 hours of personal financial planning business experience and (5) pass a PFP examination.

\*\*\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Roger has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Roger is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Roger has no other income or compensation to disclose.

***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Roger and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Matt S. Emerich, CFP®, JD**

**CRD# 4275904**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Matt Emerich, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Matt is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Matt S. Emerich (year of birth 1974) is a Wealth Advisor of TrueWealth (formerly Windham Brannon Financial Group, LLC). Matt serves as a lead advisor and investment manager. His eye for detail has allowed him to excel in areas of advanced planning and portfolio analysis. Matt specializes in assisting business owners, retirement planning and transition, and investment management.

Prior to joining TrueWealth, Matt was with Tarpley & Underwood Financial Advisors, a firm that merged with TrueWealth in 2011. Before joining Tarpley & Underwood in 2005, he worked with the Private Client Group of Merrill Lynch and the United States House of Representatives General Counsel.

Matt earned a BS degree from Wake Forest University and his Juris Doctorate\* (JD) from the Catholic University Columbus School of Law. He is a CERTIFIED FINANCIAL PLANNER™ professional\*\* and Committee Chair for the Financial Planning Association's Georgia Chapter. Matt is also a Member of the Decatur Business Association.

\*A Juris Doctorate degree is the degree commonly conferred by law schools.

\*\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Matt has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Matt is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Matt has no other income or compensation to disclose.

### ***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Matt and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Amanda T. Davis, CFP®**

**CRD# 6039070**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE

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[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Amanda Davis ("Mandi"), and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Mandi is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Amanda T. Davis (year of birth 1982) is a Wealth Advisor for TrueWealth (formerly Windham Brannon Financial Group, LLC). She primarily assists advisors with data gathering, plan design and development, and portfolio review and rebalancing. Her background in portfolio administration at the firm has given her a solid technical foundation to serve the firm's clients with this valuable knowledge. Mandi is known by her colleagues for her excellent communication, responsiveness, and relationship management skills. She is always looking for ways to improve TrueWealth clients' wealth management experience.

Prior to joining TrueWealth in 2008, Mandi was a Senior Business Analyst for Home Depot, Inc. for two years, where she supported the operation of 700 retail stores.



Mandi earned a BBA degree in Finance from the University of Georgia. She is also a CERTIFIED FINANCIAL PLANNER™ professional\*.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Mandi has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Mandi is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Mandi has no other income or compensation to disclose.

***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Mandi and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Kristin M. Zeigler**

**CRD# 4956065**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Kristin Zeigler, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Kristin is available on the SEC's website at  
[www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Kristin M. Zeigler (year of birth 1984) is a Client Service Administrator for TrueWealth (formerly Windham Brannon Financial Group, LLC). Kristin prides herself on providing impeccable client service. She supports Wealth Advisors at TrueWealth with their many crucial daily tasks, allowing them to focus on maintaining and building their client relationships. Kristin's specialization includes team support, communication and excellent client service.

Prior to joining TrueWealth in 2012, Kristin served as a Senior Financial Associate with Oppenheimer & Co., Inc. for 3 years. She also worked at Stanford Group Company and Merrill Lynch as a Customer Service Representative.

Kristin earned a BS degree in Marketing and Finance and a Minor in Art History from Florida State University.

***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Kristin has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Kristin is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Kristin has no other income or compensation to disclose.

***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Kristin and for reviewing accounts. Jim can be reached at (404) 898-2000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Branch Patrick Lawson, Jr., CFP®**

**CRD# 6171795**

**of**

**TrueWealth, LLC**

3630 Peachtree Road, NE  
Suite 600  
Atlanta, Georgia 30326

(404) 898-2000

[www.truewealth.com](http://www.truewealth.com)

July 8, 2014

This brochure supplement provides information about Patrick Lawson, and supplements the TrueWealth, LLC ("TrueWealth") brochure. You should have received a copy of that brochure. Please contact us at (404) 898-2000 if you did not receive TrueWealth's brochure, or if you have any questions about the contents of this supplement.

Additional information about Patrick is available on the SEC's website at  
[www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Branch Patrick Lawson, Jr. (year of birth 1987) is a Support Advisor for TrueWealth (formerly Windham Brannon Financial Group, LLC). He primarily assists Wealth Advisors with data gathering, plan design and development, and portfolio review and rebalancing.

After finishing his formal education in 2009, Patrick worked in an interesting variety of positions, including a year as a Faculty Fellow at the Wesleyan School in Norcross.

Immediately prior to joining TrueWealth, Patrick gained valuable experience at DCA Global Wealth Management, a Registered Investment Adviser, where he was an Analyst specializing in client support and financial planning.

Patrick earned a BBA degree in Business Management, with a Minor in Religious Studies, from the University of Georgia. He also obtained a Certificate in Financial Planning from the University of Georgia, Terry College of Business Executive Program and is a CERTIFIED FINANCIAL PLANNER™ professional\*.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however Patrick has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Patrick is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Patrick has no other income or compensation to disclose.

### ***Item 6 - Supervision***

Jim Heard, President and Chief Compliance Officer of TrueWealth, is responsible for supervising Patrick and for reviewing accounts. Jim can be reached at (404) 898-2000.