

**ITEM 1. COVER PAGE FOR PART 2A OF FORM ADV:  
FIRM BROCHURE  
MARCH 2014**

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**BFSG, LLC d/b/a  
BENEFIT FUNDING SERVICES GROUP  
("BFSG")**

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**FIRM CONTACT:  
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[WWW.BFSG.NET](http://WWW.BFSG.NET)**

This brochure provides information about the qualifications and business practices of BFSG. If you have any questions about the contents of this brochure, please contact by telephone at 949-955-2552 or email at [rachelf@bfsg.net](mailto:rachelf@bfsg.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 BFSG also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Please note that the use of the term "registered investment adviser" and description of BFSG and/or our associates as "registered" does not imply a certain level of skill or training. You are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise you for more information on the qualifications of our firm and our employees.

## **Item 2. Material Changes to Our Part 2A of Form ADV: Firm Brochure**

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BFSG is required to advise you of any material changes to our Firm Brochure ("Brochure") from our last annual update, identify those changes on the cover page of our Brochure or on the page immediately following the cover page, or in a separate communication accompanying our Brochure. We must state clearly that we are discussing only material changes since the last annual update of our Brochure, and we must provide the date of the last annual update of our Brochure.

Please note that we do not have to provide this information to a client or prospective client who has not received a previous version of our brochure.

**Last Annual Amendment Filing:** 03/21/2013

Since the last annual update, Investment Advisor Representatives Scott Blaney and Christopher Donnelly no longer work for BFSG. BSFG added Investment Advisor Representatives Evan Pickering and Chad Noorani.

### Item 3. Table of Contents

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## **Item 4. Advisory Business**

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We specialize in the following types of services: Pension Consulting and Asset Management/Independent Money Management. As of December 31, 2013, our assets under management are \$0. Our assets under consultation are \$7,284,814,559.

A. Description of our advisory firm, including how long we have been in business and our principal owner(s).

We are dedicated to providing pension and profit sharing plans with investment advisory and retirement plan consulting services. Our firm is a limited liability company formed in the State of Delaware. BFSG, LLC has been in business as an investment adviser since 2007, and is currently a wholly-owned subsidiary of by Focus Operating, LLC as described in Item 10.

B. Description of the Types of Advisory Services We Offer.

(i) Pension Consulting:

**Investment & Compliance Consulting**

On-going investment and compliance consulting services to retirement plan sponsors. Services include, but are not limited to, formalizing committee processes, quarterly investment reviews, annual review of plan costs/revenues and fiduciary education.

**Vendor Search & Selection/Benchmarking**

Search and selection process of retirement plan sponsors & services.

- Customize Request for Proposal (RFP) based upon client's needs and objectives
- Develop list of vendor candidates to send RFP
- Prepare provider analysis with proprietary scoring methodology

**Fiduciary Structure & Cost Assessment**

Review service provider arrangements, fiduciary procedural prudence and benchmark plan costs and revenues.

- Outline all plan-related costs and revenues back to service providers
- Provide comparison on Plan costs and revenues for benchmarking purposes
- Review plan design and features
- Provide options for potential revenue recapture options, if applicable

**Discretionary Fiduciary Services**

Accept discretionary fiduciary liability for the investment selection and monitoring process of investment options in a retirement plan, with the exception of company stock.

**Participant Education/Communication**

Create and deliver educational workshops and enrollment meetings for plan participants

- Create and deliver educational workshops for plan participants
- Prepare customized participant communications
- Conduct enrollment meetings

## **Fiduciary Advisor Monitoring**

Provide monitoring on an annual basis of Plan Sponsor's fiduciary advisor program which offers investment advice services to participants.

All pension consulting services shall be in compliance with the applicable law(s) regulating pension consulting services. This applies to client accounts that are pension or other employee benefit plans ("Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of a Plan, and we accept appointments to provide our services to such accounts, we acknowledge that we are a fiduciary within the meaning of Section 3(21) of ERISA (but only with respect to the provision of services described in the Consulting Agreement).

### **(ii) Asset Management/Independent Money Management:**

We may utilize Independent Money Managers, where we may design an investment portfolio and provide ongoing corresponding asset management services on a fee-only basis for a percentage of assets in conjunction with another investment advisory firm. Before selecting other advisers, we make sure that the other advisers are properly licensed or registered.

### **C. Explanation of whether (and, if so, how) we tailor our advisory services to the individual needs of clients, whether clients may impose restrictions on investing in certain securities or types of securities.**

#### **(i) Individual Tailoring of Advice to Clients:**

We offer individualized investment advice to clients utilizing the following services offered by our firm: Asset Management. We offer general investment advice to clients utilizing the following services offered by our firm: Pension Consulting and Independent Money Managers.

#### **(ii) Ability of Clients to Impose Restrictions on Investing in Certain Securities or Types of Securities:**

Under our Discretionary Fiduciary Services, we usually allow clients to impose restrictions on investing in certain asset classes.

### **D. Participation in Wrap Fee Programs.**

We do not offer wrap fee programs.

### **E. Disclosure of the amount of client assets we manage on a discretionary basis and the amount of client assets we manage on a non-discretionary basis as of December 31, 2012.**

We manage<sup>1</sup> \$0 on a discretionary basis and \$0 on a non-discretionary basis. We consult on plan assets totaling \$7,284,814,559.

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<sup>1</sup> Please note that our method for computing the amount of "client assets we manage" can be different from the method for computing "assets under management" required for Item 5.F in Part 1A of Form ADV. However, we have chosen to follow the method outlined for Item 5.F in Part 1A of Form ADV. If we decide to use a different method at a later date to compute "client assets we manage," we must keep documentation describing the method we use and inform you of the change. The amount of assets we manage may be disclosed by rounding to the nearest \$100,000. Our "as of" date must not be more than three months before the date we last updated our Brochure in response to Item 4.E of Form ADV Part 2A.

## **Item 5. Fees & Compensation**

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We are required to describe our brokerage, custody, fees and fund expenses so you will know how much you are charged and by whom for our advisory services provided to you. Our fees are generally not negotiable.

A. Description of how we are compensated for our advisory services provided to you.

(i) Pension Consulting:

We charge on a flat fee basis or hourly rate for pension consulting services. The total estimated fee, as well as the ultimate fee that we charge you, is based on the scope and complexity of our engagement with you.

**Investment & Compliance Consulting**

The annual fixed fee ranges from \$15,000 to \$150,000, paid quarterly in arrears; and asset-based fees range from 1 – 29 bps of average quarterly plan assets paid quarterly in arrears.

In addition, an hourly rate of \$100 may be charged for any consulting services provided in a settlor capacity, which would be billed quarterly in arrears.

**Vendor Search & Selection/Benchmarking**

Fees range from \$5,000 to \$50,000 per project. The one-time fee is paid upon completion.

**Fiduciary Structure & Cost Assessment**

Fees range from \$2,500 to \$5,000 per project and are paid upon completion.

**Discretionary Fiduciary Services**

Fees range from one to 10 basis points on plan assets per year and is paid quarterly in arrears.

**Participant Education/Communication**

Fees range from \$500 to \$2,000 per meeting day and are paid upon completion. Please note: These services may be outsourced to an independent third-party.

**Fiduciary Advisor Monitoring**

Fees range from \$500 to \$2,500 per year and are paid quarterly in arrears.

(ii) Asset Management/Independent Money Managers:

Fees charged by us are as follows: 50 basis points on first \$10 million; 35 basis points on next \$15 million; 25 basis points on next \$25 million; 10 basis points on next \$25 million; and 5 basis points thereafter.

Our firm's fees are billed on a pro-rata annualized basis quarterly in arrears.

B. Description of whether we deduct fees from clients' assets or bill clients for fees incurred.

(i) Pension Consulting:

The fee-paying arrangements for pension consulting services will be determined on a case-by-case basis and will be detailed in the signed Consulting Agreement. The client will be invoiced directly for the fees.

(ii) Asset Management/Independent Money Management:

Independent money managers establish and maintain their own separate billing processes which we have no control over. In general, they will directly bill you and describe how this works in their separate written disclosure document.

Our firm's fees are billed on a pro-rata annualized basis quarterly in arrears.

C. Description of any other types of fees or expenses clients may pay in connection with our advisory services, such as custodian fees or mutual fund expenses.

Clients will incur transaction charges for trades executed in their accounts. These transaction fees are separate from our fees and will be disclosed by the firm that the trades are executed through. Also, clients will pay the following separately incurred expenses, which we do not receive any part of: charges imposed directly by a mutual fund, index fund, or exchange traded fund which shall be disclosed in the fund's prospectus (i.e., fund management fees and other fund expenses).

D. We must disclose if client's advisory fees are due quarterly in advance or arrears. Explain how a client may obtain a refund of a pre-paid fee if the advisory contract is terminated before the end of the billing period. Explain how you will determine the amount of the refund.

We charge our advisory fees quarterly in arrears. If you wish to terminate our services, you need to contact us in writing and state that you wish to cancel the Agreement. Upon receipt of your letter of termination, we will proceed to charge you a pro-rata advisory fee(s) for services rendered up to the point of termination, in accordance with the terms set forth in our Agreement.

E. Commissionable Securities Sales.

We do not sell securities for a commission. In order to sell securities for a commission, we would need to have our associated persons registered with a broker-dealer. We have chosen not to do so.

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**Item 6. Performance-Based Fees & Side-By-Side Management**

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We do not charge performance fees to our clients.

## **Item 7. Types of Clients & Account Requirements**

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We have the following types of clients: Pension and Profit Sharing Plans sponsored by corporations, state or municipal government entities.

Clients may engage us by signing a BFGS Consulting Agreement. The Agreement stipulates the investment advisory and retirement plan consulting services to be provided, and the fee for the services provided. We do not have a minimum account size or requirement for maintaining an account.

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

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A. Description of the methods of analysis and investment strategies we use in formulating investment advice or managing assets.

**Methods of Analysis:**

- **Fundamental Analysis:** Investments are analyzed from both a qualitative and quantitative perspective based on historical and present data. Quantitative criteria may include analysis of absolute and risk-adjusted performance, style metrics, and expense. Qualitative criteria may include consideration of asset base; average credit quality; individual holding concentration; portfolio turnover; median market capitalization; fund philosophy; and fund management tenure.

**Investment Strategies We Use:**

- **Long-Term Purchases Intended for Retirement Income Needs:** (Securities Held for at Least a Year)

**Please Note:**

Investing in securities involves risk of loss that clients should be prepared to bear. While the stock market may increase and your account(s) could enjoy a gain, it is also possible that the stock market may decrease and your account(s) could suffer a loss. It is important that you understand the risks associated with investing in the stock market, are appropriately diversified in your investments, and ask us any questions you may have.

B. Our practices regarding cash balances in client accounts, including whether we invest cash balances for temporary purposes and, if so, how.

We have no discretionary authority and do not invest client's accounts.

## **Item 9. Disciplinary Information**

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We have determined that our firm and management have nothing to disclose under the aforementioned standard.



## **Item 10. Other Financial Industry Activities & Affiliations**

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Description of any relationship or arrangement that is material to our advisory business or to our clients, that we or any of our management persons have with any related person<sup>2</sup> listed below. We are required to identify the related person and if the relationship or arrangement creates a material conflict of interest with clients, describe the nature of the conflict and how we address it.

Our firm or our management persons have a material relationship with the following related person(s) as follows:

The registrant is part of the Focus Financial Partners, LLC ("Focus") network. As such, BFSG, LLC is a wholly-owned subsidiary of Focus Operating, LLC, which is a wholly-owned subsidiary of Focus. Focus owns other registered investment advisers, broker-dealers, pension consultants, insurance firms, and other financial service firms (the "Focus Partners"). The Focus Partners provide wealth management, benefit and investment consulting services, serving individuals, families, employers, and institutions. Some Focus Partners also manage or advise limited partnerships, private funds or limited liability companies as disclosed on their respective Form ADV Schedule D's.

BFSG's clients are not solicited to invest in any other Focus Partners' advisory services, and generally Focus Partners do not recommend securities, services, or other investment products of other Focus partner firms, unless so disclosed on their respective Form ADVs and with the client's informed consent, nor are any transactions executed through another Focus Partner's affiliated broker-dealer. Further, the Focus Partners do not market their services or share client information amongst each other without prior client consent. Management of other Focus Partners is not involved in the management of BFSG.

A list of related person investment advisers and broker-dealers can be found on BFSG's Form ADV Part 1 Schedule D and additional information about Focus and our firm can be found at [www.focusfinancialpartners.com](http://www.focusfinancialpartners.com).

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

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- A. Brief description of our Code of Ethics adopted pursuant to SEC rule 204A-1 and offer to provide a copy of our Code of Ethics to any client or prospective client upon request.

We recognize that the personal investment transactions of members and employees of our firm demand the application of a high Code of Ethics and require that all such transactions be carried out in a way that does not endanger the interest of any client. At the same time, we believe that if investment goals are similar for clients and for members and employees of our firm, it is logical and even desirable that there be common ownership of some securities.

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<sup>2</sup> Our Related Persons are any advisory affiliates and any person that is under common control with our firm. Advisory Affiliate: Our advisory affiliates are (1) all of our officers, partners, or directors (or any person performing similar functions); (2) all persons directly or indirectly controlling or controlled by us; and (3) all of our current employees (other than employees performing only clerical, administrative, support or similar functions). Person: A natural person (an individual) or a company. A company includes any partnership, corporation, trust, limited liability company ("LLC"), limited liability partnership ("LLP"), sole proprietorship, or other organization.

Therefore, in order to prevent conflicts of interest, we have in place a set of procedures (including a pre-clearing procedure) with respect to transactions effected by our members, officers and employees for their personal accounts<sup>3</sup>. In order to monitor compliance with our personal trading policy, we have a quarterly securities transaction reporting system for all of our associates.

Furthermore, our firm has established a Code of Ethics which applies to all of our associated persons. An investment adviser is considered a fiduciary. As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. We have a fiduciary duty to all clients. Our fiduciary duty is considered the core underlying principle for our Code of Ethics, which also includes Insider Trading and Personal Securities Transactions Policies and Procedures. We require all of our supervised persons to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment or affiliation and at least annually thereafter, all supervised persons will sign an acknowledgement that they have read, understand, and agree to comply with our Code of Ethics. Our firm and supervised persons must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give all clients a summary of our Code of Ethics. However, if a client or a potential client wishes to review our Code of Ethics in its entirety, a copy will be provided promptly upon request. Requests for a copy of our Code of Ethics may be sent to the Chief Compliance Officer at 2040 Main Street, Suite 150, Irvine, CA 92614.

- B. If our firm or a related person invests in the same securities (or related securities, e.g., warrants, options or futures) that our firm or a related person recommends to clients, we are required to describe our practice and discuss the conflicts of interest this presents and generally how we address the conflicts that arise in connection with personal trading.

See Item 11A of this Brochure.

- C. If our firm or a related person recommends securities to clients, or buys or sells securities for client accounts, at or about the same time that you or a related person buys or sells the same securities for our firm's (or the related person's own) account, we are required to describe our practice and discuss the conflicts of interest it presents. We are also required to describe generally how we address conflicts that arise.

See Item 11A of this Brochure.

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## **Item 12. Brokerage Practices**

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- A. Description of the factors that we consider in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions).

We have nothing to disclose in this regard. We do not have direct arrangements with custodians and do not receive any soft dollar benefits. We do not recommend broker-dealers. We do not place trades for our clients.

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<sup>3</sup> For purposes of the policy, our associate's personal account generally includes any account (a) in the name of our associate, his/her spouse, his/her minor children or other dependents residing in the same household, (b) for which our associate is a trustee or executor, or (c) which our associate controls, including our client accounts which our associate controls and/or a member of his/her household has a direct or indirect beneficial interest in.

- B. Discussion of whether, and under what conditions, we aggregate the purchase or sale of securities for various client accounts in quantities sufficient to obtain reduced transaction costs (known as bunching). If we do not bunch orders when we have the opportunity to do so, we are required to explain our practice and describe the costs to clients of not bunching.

We have nothing to disclose in this regard. We do not place trades for our clients.

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### **Item 13. Review of Accounts or Financial Plans**

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- A. Review of client accounts or financial plans, along with a description of the frequency and nature of our review, and the titles of our employees who conduct the review.

BFSG Retirement Plan Consultants review client accounts on at least a semi-annual basis. The nature of these reviews is to learn whether client accounts are in line with their investment objectives, and appropriately positioned based on market conditions and investment policies, if applicable.

- B. Review of client accounts on other than a periodic basis, along with a description of the factors that trigger a review.

We may review client accounts more frequently than described above. Among the factors which may trigger an off-cycle review are major market or economic events, the client's circumstances, or requests by the client, etc.

- C. Description of the content and indication of the frequency of written or verbal regular reports we provide to clients regarding their accounts.

On at least a semi-annual basis, clients receive a report consisting of a review of the investment options offered in their plan. The review is generally based on an evaluation methodology, which includes an analysis of performance, risk-adjusted performance, style consistency, and cost. Plan demographics and asset allocation may also be included in the report, if applicable.

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### **Item 14. Client Referrals & Other Compensation**

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- A. If someone who is not a client provides an economic benefit to our firm for providing investment advice or other advisory services to our clients, we must generally describe the arrangement. For purposes of this Item, economic benefits include any sales awards or other prizes.

We have nothing to disclose in this regard.

- B. If our firm or a related person directly or indirectly compensates any person who is not our employee for client referrals, we are required to describe the arrangement and the compensation.

We do not pay referral fees (non-commission based) to independent solicitors (non-registered representatives) for the referral of their clients to our firm in accordance with Rule 206 (4)-3 of the Investment Advisers Act of 1940.

## **Item 15. Custody**

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Note: Item 15. Custody ONLY relates to our Asset Management/Independent Money Management service. It does NOT apply to our Pension Consulting services.

- A. If we have custody of client funds or securities and a qualified custodian as defined in SEC rule 206(4)-2 or similar state rules (for example, a broker-dealer or bank) does not send account statements with respect to those funds or securities directly to our clients, we must disclose that we have custody and explain the risks that you will face because of this.

All of our clients receive at least quarterly account statements directly from their custodians. We do not have custody of client securities and as such do not send statements.

- B. If we have custody of client funds or securities and a qualified custodian sends quarterly, or more frequent, account statements directly to our clients, we are required to explain that you will receive account statements from the broker-dealer, bank, or other qualified custodian and that you should carefully review those statements.

We do not have custody of client securities and as such do not send statements. We encourage our clients to raise any questions with us about the custody, safety, or security of their assets. The custodians send independent account statements listing account balance(s), transaction history, and any fee debits or other fees taken out of the account. Client should carefully review their custodial statements.

## **Item 16. Investment Discretion**

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If we accept discretionary authority to manage securities accounts on behalf of clients, we are required to disclose this fact and describe any limitations our clients may place on our authority. The following procedures are followed before we assume this authority:

We currently do not accept discretionary authority to manage securities accounts on behalf of clients.

## **Item 17. Voting Client Securities**

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If we have, or will accept, proxy authority to vote client securities, we must briefly describe our voting policies and procedures, including those adopted pursuant to SEC Rule 206(4)-6.

We do not and will not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. In the event that proxies are sent to our firm, we will forward them on to you and ask the party who sent them to mail them directly to you in the future. Clients may call, write or email us to discuss questions they may have about particular proxy votes or other solicitations.

However, independent money managers selected or recommended by our firm may vote proxies for clients. Therefore, except in the event a third party money manager votes proxies, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers

of securities beneficially 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. Therefore (except for proxies that may be voted by a third party money manager), our firm and/or you shall instruct your qualified custodian to forward to you copies of all proxies and shareholder communications relating to your investment assets.

### **Item 18. Financial Information**

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- A. If we require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, we must include a balance sheet for our most recent fiscal year.

We do not require nor do we solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore we have not included a balance sheet for our most recent fiscal year.

- B. If we are an SEC-registered adviser and have discretionary authority or custody of client funds or securities, or we require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, we must disclose any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

We have nothing to disclose in this regard.

- C. If we have been the subject of a bankruptcy petition at any time during the past ten years, we must disclose this fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.