

Strategic Benefit Consultants, Inc.

dba SBC Wealth Management

SBC Brochure Document

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This Form ADV Part 2A (Brochure) provides information about the qualifications and business practices of Strategic Benefit Consultants, Inc. (SBC, Firm, us, we, or our). If you have any questions about the contents of this Brochure, please contact us at: 317-848-4744, or by email at epentz@sbcwealth.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC), or by any state securities authority. Our IARD firm number is 122433.

SBC is a registered investment adviser with the SEC. SBC's registration as an investment adviser does not imply any level of skill or training. Additional information about SBC is available on the SEC's website at www.sec.gov (click on the link, select "Investment Adviser Search" and type in our firm name). The results will provide you with both Parts 1 and 2 of our Form ADV.

February 16, 2015

Strategic Benefit Consultants, Inc.

Material Changes

Annual Update

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

Material Changes since the Last Update

The changes since our last update filed on 03/25/2014 are that as of December 31, 2014, SBC managed \$336,664,559 of client assets on a discretionary basis within 934 client accounts.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 317-848-4744 or by email at: epentz@sbcwealth.com.

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I. Advisory Business

Firm Description

SBC was founded in 1983 and became a Registered Investment Advisor in 1986. SBC has been an SEC registered advisor since 2013.

The primary business of SBC, as a Wealth Management/Financial Planning firm, is to work with individual clients to help maximize current income and/or cash flow both taxable and tax free, and/or create long-term capital appreciation using prudent financial strategies consistent with our clients objectives, needs, risk tolerances, and assets.

Investment advice is an integral part of both wealth management and financial planning. In addition, SBC advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

Broker-dealers and other financial institutions that hold investment accounts for advisory clients are referred to as custodians (hereinafter referred to as "custodian"). SBC does not act as a custodian of client assets. SBC offers wealth management and financial planning services for its clients through its Investment Advisory Representatives (IARs).

A written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which wealth management and/or financial planning may be beneficial to the client.

Principal Owners

Scott G. Holley is a 50% stockholder. Patrick B. Morrow is a 50% stockholder.

Types of Advisory Services

Financial Planning

Wealth Management – Wrap Fee Program

As of December 31, 2014, SBC managed \$336,664,559 of client assets on a discretionary basis within 934 client accounts.

Tailored Relationships

The goals and objectives for each client are documented in our client relationship management system. Investment policy statements are created that reflect the stated goals and objective.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

Financial Planning Agreement

A financial plan is designed to help the client with all aspects of financial planning without ongoing investment management after the financial plan is completed.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments. In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

Hourly Planning Engagements

SBC provides hourly planning services for clients who need advice on a limited scope of work.

Wealth Management Agreement

SBC offers a wrap fee program in which we provide wealth management services on a discretionary basis to purchase and sell stocks, bonds and other securities as SBC may select. The wrap fee includes our advisory fee and brokerage fees. This program is more fully described in our Wrap Fee Program Brochure. It will be provided free of charge upon request.

A wrap fee program may cost you more or less than purchasing these services separately, depending on the amount of trading activity in your account, the value of services that are provided to you under this program, and other factors. Therefore, IARs may have a financial incentive to recommend the wrap fee program over other programs or services. Generally, wrap programs may result in higher overall costs to you in accounts that experience little trading activity.

Termination of Agreement

A client may terminate any of the aforementioned agreements at any time by notifying SBC in writing and paying the rate for the time spent on the engagement prior to notification of termination. If the client made an advance payment, SBC will refund any unearned portion of the advance payment.

II. Fees and Compensation

Description**Hourly Planning Engagements**

Fees for a financial plan are determined upon the facts known at the start of the engagement. The fee range is \$400 to \$2,500 and is priced based on the complexity of work and may be either a fixed or hourly arrangement. All fees are subject to a 50% retainer with a retainer maximum of \$1,000. The remainder of the fee will be due upon receipt of the written financial plan. The fee may or may not include a progress review during the next 12 months. Standard plan review fees are at a rate of \$400 per year. In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee may be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

The hourly rate for limited scope engagements is \$350 per hour.

Fees are *NOT NEGOTIABLE*.

Wealth Management Agreement

Please reference our Wrap Fee Program Brochure for detailed information on our Wealth Management Services fee schedule.

Fee Billing

Financial Planning fees outside of the initial deposit will be billed upon completion of the plan.

Please reference our Wrap Fee Program Brochure for detailed information on our Wealth Management Services fee billing process.

Other Compensation

SBC's associated persons in their respective capacity as registered representatives and/or IARs of LPL Financial (LPL), a FINRA member broker-dealer and SEC registered Investment Advisor, may secure investment products for their clients. If an associate is selected to assist in the execution of any client security transactions, he/she may receive commissions and/or fees in connection with such transactions.

Recommendations to SBC clients may also include the purchase of an insurance policy or annuity product issued by any one of several companies with which SBC or associated persons may have a relationship. The companies selected are those that SBC and/or its associates may deem appropriate for its client's needs. SBC associates in their respective capacity as registered representatives of LPL may receive compensation or fees (including commissions). It is SBC's policy to disclose the relationships and participation of all related parties to clients in connection with any recommendation(s) prior to affecting any transaction(s). LPL is not affiliated with SBC.

The above described arrangements may present a conflict of interest because they could create an incentive for your IAR to make recommendations based upon the amount of compensation we could receive rather than based upon your particular needs. We are nonetheless committed to acting in your best interests at all times.

You are under no obligation to purchase investment or insurance products or to implement any financial plan recommendations through your IAR. You may purchase those products and implement financial plan recommendations through the investment or insurance professional of your choice.

III. Performance Based Fees

We do not charge performance-based fees for any of the services described in this brochure. Performance-based fees are generally based on a percentage of the capital gains on and/or appreciation of the client account assets.

IV. Types of Clients

Description

SBC's clientele consists primarily of individual investors including high net worth individuals, trusts or estates. Some pension and profit sharing plans may

also constitute part of our clientele, as well as thrift institutions, charitable organizations, corporations, and insurance companies.

Client relationships vary in scope and length of service.

There is no account minimum for financial planning services. Additional information on household and account minimums is available for Wealth Management Services in our Wrap Fee Program Brochure.

V. Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

SBC has used primarily a fundamental approach to the economy, financial markets, and individual securities but may use security analysis methods and resources of a technical, cyclical, or charting nature. It advises as to securities on a broad basis under a traditional financial planning approach, i.e., SBC's investment advice is most likely to take the form of a recommendation of a prudent diversification of investment assets based on modern portfolio theory.

The main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, individual due diligence meetings with investment companies, and company press releases.

Other sources of information that SBC may use include Morningstar Advisor research, Lipper Analytical services, Standard and Poor's research, Thompson Financial Investment View, and others.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. This means that we use actively managed funds as the core holdings with passively-managed index and exchange-traded funds where there are greater opportunities to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations decreases the chances of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

VI. Disciplinary Information

Legal and Disciplinary

The firm and its management person have not been involved in the past ten years in any legal or disciplinary events that are material to a client's or prospective client's evaluation of the firm's advisory business or the integrity of the firm's management.

VII. Other Financial Industry Activities and Affiliations

Affiliations

SBC is not, nor are any of SBC's management persons (except as disclosed below), registered, nor does SBC have an application pending to register, as a broker-dealer, futures commission merchant, commodity pool operator, commodity trading advisor or as an associated person of the foregoing entities.

In addition, neither SBC nor any of SBC's management persons have any arrangement that is material to our advisory business or to our clients that we or any of SBC's management persons have with any related person that is, under common control and ownership, a:

- Broker-dealer, municipal securities dealer, or government securities dealer or broker,
- Investment company or other pooled investment vehicle,
- Other investment adviser or financial planner,
- Futures commission merchant (or commodity pool operator or commodity trading advisor),
- Banking or thrift institution,
- Accountant or accounting firm,
- Lawyer or law firm,
- Insurance company or agency,
- Pension consultant,
- Real estate broker or dealer, or
- Sponsor or syndicator of limited partnerships.

SBC's IARs are also registered representatives and IARs of LPL. These individuals may suggest that clients purchase certain products [e.g., variable annuity products, Real Estate Investments Trusts (REITs), small accounts, etc.] through LPL. If the client chooses to do so, this would present a conflict of interest to the extent that these individuals could receive compensation from LPL in addition compensation they will receive as IARs of SBC.

In addition, certain SBC's IARs are licensed to sell insurance products through various companies. These individuals may receive compensation for the sale of such products. Clients are under no obligation to purchase insurance products through them and are free to choose the sources through which to implement investment advisory recommendations.

SBC may also provide investment advice on research and development, equipment leasing, REITs, and other forms of direct participation programs.

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

Code of Ethics

SBC has adopted a written Code of Ethics. All employees of SBC are deemed to be supervised persons and are therefore subject to this Code of Ethics. In carrying on its daily affairs, SBC and all of our associated persons shall act in a fair, lawful and ethical manner, in accordance with the rules and regulations imposed by our governing regulatory authority. The Code of Ethics sets forth standards of conduct and requires compliance with state securities laws. Our Code of Ethics also addresses personal trading and requires our personnel to report their personal securities holdings and transactions to the Chief Compliance Officer of the firm.

SBC have created a Code of Ethics which establishes standards and procedures for the detection and prevention of certain conflicts of interest including activities by which persons having knowledge of the investments and investment intentions of SBC might take advantage of that knowledge for their own benefit. SBC has in place Ethics Rules (the "Rules"), which are comprised of the Code of Ethics and Insider Trading policies and procedures. The Rules are designed to ensure that our personnel (i) observe applicable legal (including compliance with applicable state and federal securities laws) and ethical standards in the performance of their duties; (ii) at all times place your interests first; (iii) disclose all actual or potential conflicts; (iv) adhere to the highest standards of loyalty, candor and care in all matters relating to you; (v) conduct all personal trading consistent with the Rules and in such a manner as to avoid any actual or potential conflict of interest or any abuse of their position of trust and responsibility; and (vi) not use any material non-public information in securities trading. The Rules also establish policies regarding other matters such as outside employment, the giving or receiving of gifts, and safeguarding portfolio holdings information.

Under the general prohibitions of the Rules, our personnel may not: 1) effect securities transactions while in the possession of material, non-public information; 2) disclose such information to others; 3) participate in fraudulent conduct involving securities held or to be acquired by any client; and 4) engage

in frequent trading activities that create or may create a conflict of interest, limit their ability to perform their job duties, or violate any provision of the Rules.

Participation or Interest in Client Transactions

SBC and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the SBC operations manual.

Personal Trading

The Chief Compliance Officer reviews all employee trades each quarter. Her trades are reviewed by a designated person. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

SBC does not execute transactions on a principal or agency cross basis.

IX. Brokerage Practices

Selecting Brokerage Firms

SBC does not have any affiliation with product sales firms.

SBC will utilize the brokerage/custodial services where we believe SBC can meet our fiduciary obligation of best execution. SBC does not warrant or represent that commissions for transactions implemented through such broker/custodian will be lower than commission available if you use another brokerage firm.

In seeking best execution, the determinative factor is not always the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of broker-dealer services, including factors such as execution capability, commission rates, and responsiveness. Accordingly, although SBC will seek competitive rates, SBC may not necessarily obtain the lowest possible commission rates for client account transactions.

SBC will arrange for the execution of securities brokerage transactions for the account through our custodian. Clients must also evaluate our custodian before opening an account. Factors that SBC considers include financial strength, reputation, execution, pricing, and service, among other factors. However, SBC does not consider whether SBC receives client referrals when selecting or recommending a custodian to our clients.

SBC will perform an ongoing review process of any broker/custodian we utilize relative to each of the factors described above. We will document the results of our review process and our decision on whether to change or continue with

such custodian. SBC continuously assess the results of our review that occurred over the previous year to determine whether to continue with the existing brokerage arrangements or amend them based upon the results.

SBC does not aggregate the purchase or sale of securities for client accounts.

Soft Dollars

SBC receives research or other products or services other than execution from our custodian in connection with client securities transactions but SBC does not consider this as the only factor in utilizing such custodian. However, SBC does not have any formal “Soft Dollar” arrangement in place that requires SBC to send a certain amount of transactions to any custodian in return for such products or services. Through SBC’s IARs’ relationship with our custodian, SBC may receive, at a discount, certain services and products, such as fundamental research reports, technical and portfolio analyses, pricing services, economic forecasting and general market information, historical data base information and computer software that assist with SBC’s investment management process. Certain of the support services and/or products that may be received may not directly provide assistance, but rather assist us to manage and further develop our business operations. SBC’s clients do not pay more for investment transactions effected and/or assets maintained at our custodian as result of such arrangement.

Directed Brokerage

SBC does not routinely recommend, request, or require that you direct us as to how to execute brokerage transactions on your behalf (i.e., using a particular broker-dealer for execution purposes).

X. Review of Accounts

Periodic Reviews

Account reviews are performed no less than quarterly by the client’s IAR or SBC’s research/portfolio specialist. Account reviews are performed more frequently when market conditions dictate.

Review Triggers

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

Regular Reports

Account reviewers are members of the firm’s Investment Committee. They are instructed to consider the client’s current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications, Financial Planning and or Retirement reports, on at least an annual basis.

XI. Client Referrals and Other Compensation

Incoming Referrals

SBC has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

SBC does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Other Compensation

Certain wholesalers of financial products may sponsor and pay for client luncheons, or other events, that SBC hosts. These arrangements may give rise to conflicts of interest, or perceived conflicts of interest, with the firm's clients in connection with SBC's recommendation of certain financial products. However, SBC's commitment to its clients and the policies and procedures it has adopted are designed to limit any interference with SBC's independent decision making when choosing the most appropriate financial products for our clients.

XII. Custody

SBC does not custody any assets. Additional information on Custody is available for Wealth Management Services in our Wrap Fee Program Brochure.

XIII. Investment Discretion

SBC does not have investment discretion over financial planning agreements. Additional information on our investment discretion is available for Wealth Management Services accounts in our Wrap Fee Program Brochure.

XIV. Voting Client Securities

Proxy Votes

SBC does not vote proxies on securities. Clients are expected to vote their own proxies.

XV. Financial Information

Financial Condition

SBC does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because SBC does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

XVI. Business Continuity Plan

General

SBC has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people. In the event SBC cannot be contacted, clients may access their funds and securities by contacting the custodian, LPL Financial, at (800) 877-7210.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornadoes, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite weekly.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

SBC has signed a Business Continuation Agreement between its owners.

XVII. Information Security Program

Information Security

SBC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

SBC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the investment advisory process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with the custodian in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.