

## **Firm Brochure**

(Part 2A of Form ADV)



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This brochure provides information about the qualifications and business practices of ARQ Wealth Advisors, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 480-634-1916, or by email at: [greg@arqwealth.com](mailto:greg@arqwealth.com). 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 ARQ Wealth Advisors, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

February 17, 2015

## Item 2: Material Changes

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### 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. Each year, we will ensure that you receive a summary of any material changes to this and subsequent brochures by April 30<sup>th</sup>. We will further provide you with our most recent brochure at any time at your request, without charge. You may request a brochure by contacting us at (480) 634-1916 or [greg@arqwealth.com](mailto:greg@arqwealth.com).

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### Material Changes since the Last Update

Since the last annual filing of this brochure on March 31, 2014, ARQ Wealth Advisors, LLC has had the following material changes:

As of January 2015, Siegel/Yocum Asset Management, LLC has changed its name from Siegel/Yocum Asset Management, LLC to ARQ Wealth Advisors, LLC.

As of February 2015, the firm has transitioned from Securities and Exchange Commission registration to State of Arizona registration.

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### Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

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## **Item 4: Advisory Business**

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### **Firm Description**

ARQ Wealth Advisors, LLC, ("AWA") is a Registered Investment Advisor based in Scottsdale, Arizona. Founded in 2008 by Richard Siegel and Gregory Yocum and formerly named Siegel/Yocum Asset Management, LLC, AWA is incorporated under the laws of the State of Arizona.

AWA provides personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, corporations and charitable organizations. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

AWA is a fee-only investment advisory firm registered with the State of Arizona Securities Commission, and subject to its rules and regulations.

AWA does not maintain physical custody of client assets.

A written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement or risk analysis. 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.

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### **Types of Advisory Services**

AWA provides investment supervisory services, also known as asset management services and furnishes financial planning and investment advice through consultations.

<b>Asset Management Service</b>	<b>Wealth Accumulator Service</b>
<b>Initial Services</b>	<b>Initial Services</b>
Investment policy development	Investment policy development
Financial goals establishment	Financial goals establishment
Portfolio risk tolerance evaluation	Portfolio risk tolerance evaluation
Personalized Asset Allocation Design	Model Portfolios
Account establishment and transfer assistance	Account establishment and transfer assistance
<b>Requirements</b>	<b>Requirements</b>
Service requires a minimum portfolio balance of \$500,000	Service requires a minimum portfolio balance of \$125,000 with a minimum monthly contribution requirement of \$500
<b>Long Term Services</b>	<b>Long Term Services</b>
Discretionary Portfolio Management	Discretionary Portfolio Management
Tactical Investment Management	Quarterly rebalancing
Quarterly Appraisals & Performance Reporting	Semi-Annual Appraisals & Performance Reporting
Ongoing access to the advisor to assess life changes and financial issues	Ongoing access to the advisor to assess life changes and financial issues
Financial Planning Analyses as needed -Net worth Analysis -Cash Flow based retirement planning analysis -Income Planning	Financial Planning Analyses as needed -Budget Analysis -College Savings Analysis -Retirement Savings Analysis

### SUB-ADVISORY SERVICES

AWA acts as a sub-advisor to Advisors that select AWA for its asset management services. In these instances, an Advisor selects AWA to provide asset management services for its clients, and for this service the Advisor shares a portion of their stated fees with AWA. The Advisor discloses a total stated advisory fee to their client, which is disclosed in the Advisor's brochure, and the total fee is allocated between the Advisor and AWA. The allocation amount is also disclosed in the Advisor's brochure. The allocation depends on the negotiated agreement between the Advisor and AWA. AWA's portion of the advisory fee may be lower when acting as a sub-advisor for an Advisor than if a client worked directly with AWA because the services AWA provides as a sub-advisor are limited in scope and do not include the entire realm of advisory services as provided to direct clients of AWA.

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**Client Tailored Services and Client Imposed Restrictions**

AWA's approach to the financial planning and asset management processes focuses on helping clients achieve their financial goals. We help our clients to develop, implement, and monitor a financial plan, incorporating the financial topics agreed upon by the client and advisor through a formal Needs Analysis. As a client's goals and objectives change, we will work together to modify their financial plan.

An important component of managing money is that the investment vehicle must be consistent with the investment time horizon. Therefore, when recommending an asset allocation strategy, the client's time horizon is evaluated using the following guidelines:

- Operating Expenses (<1 month): Checking/Saving Accounts
- Short-Term Portfolio (<1 year): Money Market Funds
- Intermediate-Term Portfolio (>1 year, <5 years): Short/Intermediate Term Bonds
- Long-Term Portfolio (>5 years): Tailored Stock/Bond Asset Allocation

Clients may impose restrictions on investing in certain securities or types of securities by providing us instructions in writing.

Agreements may not be assigned without written client consent.

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**Wrap Fee Programs**

AWA at one time offered wrap fee programs to its clients, but no longer offers this as a part of its services. Current clients engaged in wrap fee programs will continued to be serviced according to their agreements. Current clients under the wrap fee program receive the required Wrap Fee Brochure.

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**Client Assets under Management**

As of February 17, 2015 AWA manages approximately \$64,000,000 of assets on a discretionary basis and \$1,200,000 of assets under management on a non-discretionary basis.

**Item 5: Fees and Compensation**

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**Method of Compensation and Fee Schedule**

AWA bases its fees on a percentage of assets under management.

**ASSET MANAGEMENT SERVICE**

Fees for this service will be based on a percentage of Assets Under Management as follows:

<b>Assets Under Management</b>	<b>Annual Fee</b>
First \$1,000,000	1.25%
Next \$1,000,000	1.00%
Next \$3,000,000	.80%
Over \$5,000,000	.60%



Beginning with the end of the first quarter, following the presentation of the Investment Allocation Analysis, fees will be debited from the client's account based on a quarterly schedule. The annual fee is assessed on a quarterly schedule and calculated on the client's ending quarterly balance. For example, a client with a \$2,000,000 portfolio will be charged 1.25 % annually or .3125% per quarter on the first \$1,000,000, and then 1.00% annually or .25% per quarter on the second \$1,000,000. AWA reserves the right to negotiate rates for any services as deemed appropriate.

#### **WEALTH ACCUMULATOR SERVICE**

The annual fee for this service is 1.25% and is based on a percentage of Assets Under Management.

Beginning with the end of the first quarter, fees will be debited from the client's account based on a quarterly schedule and is calculated on the client's ending quarterly balance. For example, a client with a \$200,000 portfolio will be charged 1.25% annually or .3125% per quarter. AWA reserves the right to negotiate rates for any services as deemed appropriate.

For both the Asset Management Service and Wealth Accumulator Service, portfolio values include: money market funds, mutual funds, exchange traded funds, individual securities (including options), IRAs, and defined contribution plans (401(k), 403(b), and 457 plans). Portfolio values do not include bank accounts, savings bonds, real estate properties, residences, defined benefit plans, closely held stock, or life insurance cash values. Portfolio values are based on the closing prices on the last business day of each calendar quarter.

The client may terminate the investment advisory services received from AWA, without penalty, upon written notice within five (5) business days after entering in to the advisory agreement with AWA. The client is responsible for any fees and charges incurred by the client from third parties as a result of maintaining the account such as transaction fees for any securities transactions executed and account maintenance or custodial fees. Thereafter, the client or advisor may terminate either the Asset Management or Wealth Accumulator service at any time without cause by notifying the other party by certified mail. Upon termination, the client will be charged a pro-rated amount for time spent working on the plan, implementing the plan, transferring assets, preparing the Investment Policy Statement, and management of the assets.

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#### **Client Payment of Fees**

Investment management fees are billed quarterly, in arrears, meaning that we invoice you after the three-month billing period. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must provide written consent in advance to direct debiting of their investment account.

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**Additional Client Fees Charged**

In addition to advisory fees paid to AWA as explained above, clients may pay custodial service, account maintenance, transaction, and other fees associated with maintaining the account. These fees vary by broker and/or custodian. Clients should ask AWA for details on transaction fees or other custodial fees specific to their account, as these fees are not included in the annual advisory fee. AWA does not share any portion of such fees. Additionally, for any mutual funds purchased, the client may pay their proportionate share of the funds' distribution, internal management, investment advisory and administrative fees. Such fees are not shared with AWA and are compensation to the fund manager. Clients are urged to read the mutual fund prospectus prior to investing.

Mutual fund companies impose internal fees and expenses on clients. These fees are in addition to the costs associated with the investment advisory services as described above. Complete details of such internal expenses are specified and disclosed in each mutual fund company's prospectus. Clients are strongly advised to review the prospectus(es) prior to investing in such securities.

Clients may purchase shares of mutual funds directly from the mutual fund issuer, its principal underwriter, or a distributor without purchasing the services of AWA or paying the advisory fee on such shares (but subject to any applicable sales charges). Certain mutual funds are offered to the public without a sales charge. In the case of mutual funds offered with a sales charge, the prevailing sales charge (as described in the mutual fund prospectus) may be more or less than the applicable advisory fee. However, clients would not receive AWA's assistance in developing an investment strategy, selecting securities, monitoring performance of the account, and making changes as necessary.

Please refer to Item 12 "Brokerage Practices" of this brochure for additional information.

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**Prepayment of Client Fees**

AWA does not charge fees in advance.

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**External Compensation for the Sale of Securities to Clients**

AWA does not receive any external compensation for the sale of securities to clients, nor do any of the investment advisor representatives of AWA.

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**Item 6: Performance-Based Fees**

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**Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

AWA does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

## **Item 7: Types of Clients**

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### **Description**

AWA generally provides investment advice to individuals, pension and profit sharing plans, corporations, trusts, estates, and charitable organizations.

Client relationships vary in scope and length of service.

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### **Account Minimums**

Asset Management Service: We recommend that a client have a minimum initial portfolio of \$500,000, however we reserve the right to waive the recommended minimum initial portfolio amount.

Wealth Accumulator Service: We recommend that a client have a minimum initial portfolio of \$125,000, however we reserve the right to waive the recommended minimum initial portfolio amount.

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

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### **Methods of Analysis and Investment Strategies**

Security analysis methods mainly include fundamental analysis. Other strategies may include long-term purchases, short-term purchases, trading, and option writing (including covered options, uncovered options or spreading strategies). We employ academically based Modern Portfolio Theory (MPT) as the foundation for developing our investment strategy. MPT is based on the notion that there is a way to combine different asset classes in order to optimize expected return with a given level of market risk.

The main sources of information include financial newspapers and magazines, research materials prepared by others, analyst conference calls, corporate rating services, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

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### **Investment Strategy and Method of Analysis Material Risks**

The concept of the risk and return relationship is crucial when developing an investment strategy. A portfolio with greater risk attributes (volatility and credit risk) has historically outperformed a portfolio with lower risk attributes. It is imperative to determine the ideal risk/return relationship for each client based on their specific goals and risk tolerances. One of the greatest risks to a client's wealth is inflation. Therefore we believe that it is important that a client have exposure to equities, as they have

proved to outpace inflation over time. Our firm feels that a client's portfolio needs to have a minimum of 20% in diversified equities.

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### **Security Specific Material Risks**

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 buy more than 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 increases the risk 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.

Our strategies and investments may have unique and significant tax implications. Regardless of your account size or other factors, we strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

Investing in securities involves risk of loss that clients should be prepared to bear. Although we manage your portfolio with strategies and in a manner consistent with your risk tolerances, there can be no guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

All investments involve the risk of loss, including (among other things) loss of principal, a reduction in earnings (including interest, dividends, and other distributions), and the loss of future earnings. These risks include the risks stated above. Regardless of the methods of analysis or strategies suggested for your particular investment goals, you should carefully consider these risks, as they all bear risks.

## **Item 9: Disciplinary Information**

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### **Criminal or Civil Actions**

The firm and its management have not been involved in any criminal or civil action.

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### **Administrative Enforcement Proceedings**

The firm and its management have not been involved in administrative enforcement proceedings.

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### **Self-Regulatory Organization Enforcement Proceedings**

The firm and its management have not been involved in legal or disciplinary events related to past or present investment clients.

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

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### **Broker-Dealer or Representative Registration**

AWA is not registered as a broker-dealer, nor does it have any employees that are registered representatives of a broker-dealer.

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### **Futures or Commodity Registration**

Neither AWA nor its employees are registered or have an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

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### **Material Relationships Maintained by this Advisory Business and Conflicts of Interest**

AWA acts as a sub-advisor to Advisors that select AWA for its asset management services. In these instances, an Advisor selects AWA to provide asset management

services for its clients, and for this service the Advisor shares a portion of their stated fees with AWA.

Investment Advisor Representative James N. Robinson is a licensed insurance agent. Not more than 20% of his time is spent on these activities. From time to time, he offers clients advice or products from those activities. AWA may receive separate yet typical compensation in the form of commissions for the sale of insurance products.

These practices represent a conflict of interest because it gives Mr. Robinson an incentive to recommend products based on the commission amount received. This conflict is mitigated by the fact that Mr. Robinson has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

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**Recommendations or Selections of Other Investment Advisors and Conflicts of Interest**

AWA does not recommend or select other investment advisors.

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

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**Code of Ethics Description**

The employees of AWA have committed to a Code of Ethics. The purpose of our Code of Ethics is to ensure that when employees buy or sell securities for their personal account, they do not create actual or potential conflicts with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

AWA's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of AWA may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

AWA's Code of Ethics is based on the guiding principle that the interests of the client are our top priority. AWA's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When the potential for conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code of Ethics applies to “access” persons. “Access” persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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**Investment Recommendations Involving a Material Financial Interest and Conflict of Interest**

AWA and its employees do not recommend to clients securities in which we have a material financial interest.

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**Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

AWA and its employees may buy or sell securities that are also held by clients. It is the expressed policy of the advisor that no person employed by our firm purchase or sell any security prior to the transaction being implemented for an advisory account; therefore, preventing such employees from benefiting from transactions placed on behalf of the advisory clients.

The advisor may have an interest or position in a certain security, which may also be recommended to the client. As these situations may present a conflict of interest, the advisor has established the following restrictions in order to ensure its fiduciary responsibilities:

1. A director, officer or employee of the advisor shall not buy or sell a security for their personal portfolio(s) where their decision is substantially derived, in whole or part, by reason of his or her employment, unless the information is also available to the investing public. No owner/employee of AWA shall prefer their own interest to that of the client.
2. The advisor maintains a list of all securities held by the company and all directors, officers, and employees. These holdings are reviewed on a quarterly basis by the principal of the firm.
3. The advisor requires that all employees must act in accordance with all applicable Federal and State regulations governing registered investment advisors.
4. The advisor will not block personal trades with those of clients to ensure that clients are not at a disadvantage.

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**Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

AWA does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist.

## Item 12: Brokerage Practices

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### Factors Used to Select Broker-Dealers for Client Transactions

- *Directed Brokerage*

AWA has an established relationship with TD Ameritrade Institutional and therefore recommends its custodial and brokerage services. In circumstances where a client directs AWA to use a certain broker-dealer, AWA still has a fiduciary duty to its clients. The following may apply with Directed Brokerage: AWA's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among clients, and potential conflicts of interests arising from brokerage firm referrals.

- *Best Execution*

Investment advisors who manage or supervise client portfolios have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. The firm does not receive any portion of the trading fees.

- *Soft Dollar Arrangements*

AWA utilizes the services of custodial broker dealers. Economic benefits are received by AWA which would not be received if AWA did not give investment advice to clients. These benefits include: A dedicated trading desk, a dedicated service group and an account services manager dedicated to AWA's accounts, ability to conduct "block" client trades, electronic download of trades, balances and positions, duplicate and batched client statements, and the ability to have advisory fees directly deducted from client accounts. Additionally, AWA has an agreement with Orion Advisor Services, LLC ("OAS") whereby OAS provides operational back office and technology services relating to the maintenance and administration of investment advisory accounts. AWA pays for this service and does not charge the client for these services. OAS provides a discount to those advisors that utilize the custodial services of TD Ameritrade Institutional.

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### Aggregating Securities Transactions for Client Accounts

AWA is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of AWA. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis.



## **Item 13: Review of Accounts**

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### **Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved**

Portfolio reviews are performed quarterly by Richard Siegel or Gregory Yocum. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the client.

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### **Review of Client Accounts on Non-Periodic Basis**

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

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### **Content of Client Provided Reports and Frequency**

Clients receive standard statements and confirmations from various companies serving as custodians for the clients' investment(s), i.e. investment companies, insurance companies, brokerage firms or others. The frequency of those reports depends upon the regular reporting procedures of these entities, provided by TD Ameritrade on a monthly basis. The advisor prepares quarterly investment appraisals and performance reports for clients. Additionally, clients receive specific recommendations on their portfolio on a quarterly basis. The advisor provides general comments and investment information each quarter.

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

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### **Economic benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest**

AWA does not receive any economic benefits from external sources.

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### **Advisory Firm Payments for Client Referrals**

AWA may enter into "Solicitor/Finder" relationships. These individual solicitors offer our services to the public. AWA pays a referral fee to the solicitor or finder based on its advisory fee and written agreement. Clients may pay higher or lower fees when working with a solicitor. The final fee schedule will be disclosed in the client agreement. AWA will charge the total fee to the client and pay the solicitor/finder their share of the total fee. Solicitor/finders will also be appropriately registered under federal and state securities laws where applicable. Client receives all related agreements and disclosures prior to or at the time of entering into an Investment Advisory Agreement.

## **Item 15: Custody**

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### **Account Statements**

We directly debit your account(s) for the payment of our advisory fees. This ability to deduct our advisory fees from your accounts causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. You will receive account statements from the independent, qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by AWA.

## **Item 16: Investment Discretion**

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### **Discretionary Authority for Trading**

Under the firm's Asset Management Program, clients grant AWA the discretionary authority to make recommendations within their managed portfolio. All self-managed accounts shall remain non-discretionary. This discretionary power, also considered a limited power of attorney, allows AWA the authority to buy or sell securities on your behalf without obtaining your consent or approval prior to each transaction. Our firm will never have the power to obtain a distribution from a client's account. We will provide each client with an Investment Policy Statement that illustrates the structure of future investments. In addition, we will provide clients with quarterly reports detailing the breakdown of all investment holdings. Upon the completion of our initial recommendations, each client will be provided with an analysis that coincides with the Investment Policy Statement.

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### **Proxy Votes**

AWA has directed TD Ameritrade to have all proxy voting ballots sent to our clients. If a client already owned separate issue equities prior to working with AWA, we feel that the client has more expertise in voting for their equity holdings. The clients are additionally sent the proxy voting ballots on the mutual funds that have been recommended by our firm. AWA suggests clients make an independent decision on these proxy ballots.

## **Item 18: Financial Information**

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### **Balance Sheet**

A balance sheet is not required to be provided because AWA does not serve as a custodian for client funds or securities and AWA does not require prepayment of fees of more than \$500 per client and six months or more in advance.

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### **Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients**

AWA has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

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### **Bankruptcy Petitions during the Past Ten Years**

Neither AWA nor its management has had any bankruptcy petitions in the last ten years.

## **Item 19: Requirements for State Registered Advisors**

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**Education and business background, including any outside business activities for all management and supervised persons can be found in the Supplement to this Brochure (Part 2B of Form ADV Part 2).**

## Brochure Supplement

Part 2B of Form ADV

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**Richard A. Siegel CFP®**

**ARQ Wealth Advisors, LLC  
9375 E. Shea Blvd., Suite 100  
Scottsdale, AZ 85260  
PHONE: 480-634-1916  
FAX: 480-383-6556  
EMAIL: [rich@arqwealth.com](mailto:rich@arqwealth.com)  
WEBSITE: [www.arqwealth.com](http://www.arqwealth.com)**

This brochure supplement provides information about Richard A. Siegel that supplements ARQ Wealth Advisors, LLC's brochure. You should have received a copy of that brochure. Please contact Richard A. Siegel if you did not receive ARQ Wealth Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Richard A. Siegel is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Brochure Supplement (Part 2B of Form ADV)

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### Item 2 Education and Business Standards

Standards for new advisors include a bachelor's degree, a CFP designation, and prior investment and/or financial planning experience.

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#### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- When you achieve your CFP designation, you must renew your certification every year, pay \$360 certification fee and complete 30 hours of continuing education.

Educational Background:

- Year of birth: 1969
- Bachelor of Arts; State University of New York at Albany; 1991
- Certificate in Financial Planning; College for Financial Planning; 2001
- Certified in Financial Planning Licensee; 2001

Business Experience:

- ARQ Wealth Advisors, LLC formerly Siegel/Yocum Asset Management, LLC; Member/Investment Advisor Representative; 2008-Present
- The Vanguard Group; Senior Financial Planner; 1996-2008

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### Item 3 Disciplinary Information

None to report

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### Item 4 Other Business Activities

No other business activities.

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**Item 5 Additional Compensation**

Richard A. Siegel does not receive any economic benefit from anyone, who is not a client, for providing advisory services.

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**Item 6 Supervision**

Richard A. Siegel is supervised by Gregory C. Yocum, II. Mr. Yocum reviews Richard's work through frequent office interactions.

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**Item 7 Requirements for State-Registered Advisors**

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

## Brochure Supplement

Part 2B of Form ADV

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**Gregory C. Yocum, II CFP®**

**ARQ Wealth Advisors, LLC  
9375 E. Shea Blvd., Suite 100  
Scottsdale, AZ 85260  
PHONE: 480-634-1916  
FAX: 480-383-6556  
EMAIL: [greg@arqwealth.com](mailto:greg@arqwealth.com)  
WEBSITE: [www.arqwealth.com](http://www.arqwealth.com)**

This brochure supplement provides information about Gregory C. Yocum, II that supplements ARQ Wealth Advisors, LLC's brochure. You should have received a copy of that brochure. Please contact Gregory C. Yocum, II if you did not receive ARQ Wealth Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Gregory C. Yocum, II is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Brochure Supplement (Part 2B of Form ADV)

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### Item 2 Education and Business Standards

Standards for new advisors include a bachelor's degree, a CFP designation, and prior investment and/or financial planning experience.

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#### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- When you achieve your CFP designation, you must renew your certification every year, pay \$360 certification fee and complete 30 hours of continuing education.

Educational Background:

- Year of birth: 1975
- Bachelor of Arts, Business Administration; Northern Arizona University; 1997
- Certificate in Financial Planning; College for Financial Planning; 2003
- Certified in Financial Planning Licensee; 2004

Business Experience:

- ARQ Wealth Advisors, LLC formerly Siegel/Yocum Asset Management, LLC; Member/Investment Advisor Representative; 2008-Present
- The Vanguard Group; Senior Financial Planner; 1998-2008

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### Item 3 Disciplinary Information

None to report

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### Item 4 Other Business Activities

No other business activities.



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**Item 5 Additional Compensation**

Gregory C. Yocum II does not receive any economic benefit from anyone, who is not a client, for providing advisory services.

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**Item 6 Supervision**

Gregory C. Yocum, II is supervised by Richard Siegel. Mr. Siegel reviews Gregory's work through frequent office interactions.

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**Item 7 Requirements for State-Registered Advisors**

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

## Brochure Supplement

Part 2B of Form ADV

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**James N. Robinson**

**James N. Robinson  
ARQ Wealth Advisors, LLC  
9375 E. Shea Blvd., Suite 100  
Scottsdale, AZ 85260  
PHONE: 480-214-9537  
FAX: 480-383-6556  
EMAIL: [jay@arqwealth.com](mailto:jay@arqwealth.com)  
WEBSITE: [www.arqwealth.com](http://www.arqwealth.com)**

This brochure supplement provides information about James N. Robinson that supplements ARQ Wealth Advisors, LLC's brochure. You should have received a copy of that brochure. Please contact Gregory C. Yocum, II if you did not receive ARQ Wealth Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about James N. Robinson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Brochure Supplement (Part 2B of Form ADV)

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### Investment Advisor Representative

**Name James N. Robinson**

- Year of birth: 1974

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### Item 2 Educational Background and Business Experience

Educational Background:

- University of Texas at El Paso, Major: Psychology/Business Management, Graduated 2004.

Business Experience:

- ARQ Wealth Advisors, LLC formerly Siegel/Yocum Asset Management, LLC, Investment Advisor Representative, September 2014 - Present
- Trajan Wealth, LLC, Investment Advisor Representative, April 2014 – September 2014
- Financial Independence Group, Inc., Marketing Consultant – Annuity Division, January 2004 – February 2014.

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### Item 3 Disciplinary Information

Mr. Robinson does not have any reportable disciplinary disclosures.

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### Item 4 Other Business Activities

James N. Robinson is a licensed insurance agent. Not more than 20% of his time is spent on these activities. From time to time, he offers clients advice or products from those activities. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products.

These practices represent a conflict of interest because it gives Mr. Robinson an incentive to recommend products based on the commission amount received. This conflict is mitigated by the fact that Mr. Robinson has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

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### Item 5 Additional Compensation

James N. Robinson does not receive any economic benefit from anyone, who is not a client, for providing advisory services.

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**Item 6 Supervision**

Gregory C. Yocum II, Partner and Chief Compliance Officer of ARQ Wealth Advisors, LLC, and Richard Siegel, Partner and Managing Principal of ARQ Wealth Advisors, LLC are responsible for the supervision of James N. Robinson.

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**Item 7 Requirements for State-Registered Advisors**

James N. Robinson does not have any reportable disciplinary events required to be disclosed in this section.