

# Wrap Fee Brochure

(Appendix 1 to Part 2A of Form ADV)

## Direct Asset Management Services Program

(Rep-Advised Accounts)



### G.A. Repple & Company

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

This wrap fee brochure provides information about the qualifications and business practices of G.A. Repple & Company. If you have any questions about the contents of this brochure, please contact us at: (407) 339-9090, or Toll Free at (866) 373-7753. You may also contact us by e-mail @ [sandy@garepple.com](mailto:sandy@garepple.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. Although we are registered with the SEC, that alone is not meant to imply that we hold a specific level of skill or training.

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

**Revision: February 20, 2015**

# Material Changes

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## Annual Update

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

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## Material Changes since the Last Update

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

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## Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (407) 339-9090, or Toll Free at (866) 373-7753. You may also contact us by e-mail @ [operations@garepple.com](mailto:operations@garepple.com).

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# Advisory Business

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## Firm Description

G.A. Repple & Company (“G.A. Repple”, the “Firm” or “Advisor”), member FINRA<sup>1</sup> and SIPC<sup>2</sup>, has been primarily engaged as a broker/dealer in the offer and sale of securities products since 1986. As a broker/dealer, the Firm provides a variety of financial products and/or services and may render advice as to the value and/or advisability of purchasing or selling securities, without receiving special compensation and solely incidental to the conduct of its business as a broker/dealer. General securities accounts for brokerage customers of the Firm are maintained and custodied on a fully disclosed basis by National Financial Services, LLC® (“NFS”), which is both a registered broker/dealer and an investment adviser. The Firm also offers impersonal investment advice (general advice not tailored to the specific needs of any individual) in the form of publications and certain other products and services.

In addition to its broker/dealer activities, G.A. Repple has also been registered<sup>3</sup> as an Investment Advisor since 1983. The Advisor offers a variety of investment advisory products and services to individuals; pensions and profit sharing plans and other qualified plans; trusts, estates, or charitable organizations; and corporations or business entities. Such advisory products and services are offered through the Firm’s Registered Representatives (“RRs”) who have also registered as Investment Adviser Representatives (“IARs”) of the Firm and may act as portfolio managers. G.A. Repple’s investment advisory products and services and related broker/dealer products and services provide clients with a selection of investment solutions that may be used to implement their financial plans.

G.A. Repple also utilizes NFS to execute advisory account transactions and to custody advisory assets in connection with certain advisory programs. The Firm compensates NFS for the services it provides in connection with these programs. NFS is not affiliated with G.A. Repple.

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## Services, Fees and Compensation

### Direct Asset Management Services<sup>4</sup>

G.A. Repple offers Direct Asset Management Services to its advisory clients on both a Discretionary and a Non-Discretionary basis. The Advisor’s IARs act as portfolio managers for these accounts. and work with their clients to identify their investment goals and objectives, as well as risk tolerance, and suitability. The investment strategies recommended will depend on the individual client’s investment objectives and goals as provided to the IAR. Each client has the

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<sup>1</sup> Financial Industry Regulatory Authority - FINRA was formerly known as the National Association of Securities Dealers (“NASD”).

<sup>2</sup> Securities Investors Protection Corporation

<sup>3</sup> G.A. Repple has been registered with the Securities and Exchange Commission (“SEC”) since August 2004. Prior to that time, the Advisor was a state registrant.

<sup>4</sup> The Advisor provides investment supervisory services through this program. Investment supervisory services represent 70% of the Advisor’s billings for advisory services.

opportunity to place reasonable restrictions on the types of strategies used, or the types of investments to be held in the portfolio.

In a non-discretionary account, the IAR will recommend the purchase or sale of securities for review by their clients. The IARs will only purchase or sell securities which have been approved by clients in advance. The IAR may periodically suggest rebalancing the client's account to maintain the initially agreed upon strategic and tactical asset allocation. However, no changes are made to the agreed-upon asset allocation in non-discretionary accounts without prior client review and consent.

Alternatively, clients may maintain an account on a discretionary basis if (1) the IAR on the account has been authorized by the Firm to manage accounts on a discretionary basis and (2) the client has granted discretionary authority to the IAR in writing. Once discretion has been granted and approved for such accounts, subsequent purchases and sales of securities do not require per trade specific client approval. The IAR may periodically rebalance the client's account to maintain the initially agreed upon strategic and tactical asset allocation.

Clients participating in Direct Asset Management Services may choose from a wrapped or non-wrapped pricing option. Wrap pricing structures allow the client to pay an all-inclusive fee for management, brokerage, clearance, custody and administrative services. In a non-wrapped pricing structure, the transaction charges which may be paid by the client can be unbundled from the advisory and administrative fees.

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## Program Fees

### Direct Asset Management Wrap Fee Option

Clients who select the Wrap Fee Option pay a single, all-inclusive fee according to the following schedule:

#### Direct Asset Management Wrap Fee Schedule

<b>Total Account Value</b>	<b>Minimum Total Account Fee</b>	<b>Maximum Total Account Fee</b>
First \$250,000	0.25%	2.50%
Next \$250,000	0.25%	2.40%
Next \$500,000	0.25%	2.30%
Next \$1,000,000	0.25%	2.20%
Next \$3,000,000	0.25%	2.10%
Over \$5,000,000	0.25%	2.00%

The above fees are calculated at the end of each month or quarter and may be billed in advance or in arrears in accordance with the client's signed agreement. If billed monthly, the previous

month's portfolio value is used for the basis. If billed quarterly the average portfolio value of the months in the quarter is used as a basis. That basis is then multiplied by the annual rate, then divided by 365 or 366 (depending on the days in the calendar year) and multiplied by the number of days in that billing period.

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## General Fee Information

Fees are due and payable in advance (unless otherwise stated in the agreement) and are based upon the market value of the client's account assets as determined by the custodian as of the close of business on the last day of the previous calendar quarter (or month). Fees for the initial quarter will be adjusted pro-rata based upon the number of calendar days in the calendar quarter that the adviser agreement goes into effect. Fees are negotiable at the sole discretion of the Advisor and vary depending upon the complexity of the client situation, scope of the services provided, and experience and expertise of the IAR.

Certain fixed income products are offered with a built-in concession that cannot be waived or reduced. In those cases, the Advisor would require the IAR to exclude those assets from the total on which the investment advisory fees would be calculated.

The advisory relationship may be terminated by the client or by third parties to the contract in accordance with the provisions of the advisory agreement. The client will typically receive a pro rata refund of any prepaid advisory fees. Any unpaid fees become immediately due and payable. Additionally, a client may terminate an advisory agreement without being assessed any fees or expenses within (5) business days of its signing.

Clients will receive an account statement from their custodian at least quarterly. The statement includes the amount of any fees paid directly to the Advisor, any Third-Party Asset Manager ("TPAM") or any other adviser selected by the client to manage the account. Generally, fees are automatically debited from client accounts pursuant to written authorization.

Clients should note that the same or similar services to those described above may be available elsewhere at a lower cost to the client. Clients should consider that depending upon the level of the wrap fee charges, the amount of portfolio activity in their accounts, the value of services that are provided, and other factors, a wrap fee may exceed the aggregate cost of services if they were to be provided separately. A non-wrapped pricing arrangement may be more cost effective for accounts that do not experience frequent trading activity.

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## Account Requirements and Types of Clients

The Advisor has established a suggested minimum size for accounts based upon the type of services provided.

- **Direct Asset Management Services:** (wrapped account): Suggested Minimum account size is \$50,000.

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## **Portfolio Managements Selection and Evaluation**

Wrap accounts managed under the Direct Asset Management Services platform are managed by the Advisor's IARs as the portfolio managers. Each IAR proposes his role as portfolio manager for the account on execution of the contract with his client. The IARs interview their clients and collect data to identify their clients' investment goals and objectives, as well as risk tolerance and overall investment suitability, in order to create an initial portfolio allocation designed to complement the client's financial situation and personal circumstances. The IARs use a variety of financial software programs, technical analyses and financial resources to assist them in selecting the products they recommend.

The portfolio will consist of financial products that may include exchange-traded index funds, mutual funds, equities, options, bonds, direct participation programs, alternative investments and other financial products believed to be suited to the specific client's needs. The investment strategies utilized and portfolios constructed and managed depend on the individual client's investment objectives and goals as provided to the IAR. Model portfolios, sub-advisers, options, and/or margin may be used as a part of this strategy. However, each client has the opportunity to place reasonable restrictions on the type of investments to be held in the portfolio.

The IAR may periodically rebalance the client's account to maintain the initially agreed upon strategic and tactical asset allocation. Periodic meeting are held between the IAR as the portfolio advisor and the client to assess the results and discuss future options.

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## **Client Information Provided to Portfolio Managers**

In an effort to properly handle your investment portfolio, G.A. Repple limits the sharing of your personal information, including information related to your investment and risk profile to its IAR, the custodian and only those other parties involved in handling your investments. This information is only shared in an effort to service your account and will not be sold, transferred, or used otherwise by any such parties. G.A. Repple updates this information as needed. Please see the Advisor's Brochure related to Privacy for further details.

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## **Client Contact with Portfolio Managers**

Clients have ready access to their respective portfolio manager/IAR but are not required to be available for unscheduled or unannounced visits by clients. However, portfolio managers are expected to periodically meet with clients and should generally be available to take client telephone calls on advisory-related matters.

The IAR serves as the client's primary point of contact concerning the client's Program Assets. However, clients always have access to the Advisor, G.A. Repple, as well.

Subsequent to the initial data gathering process performed by the IAR and G.A. Repple and as part of its ongoing services, clients will periodically be sent a notice requesting that clients inform the Firm of any changes in their financial condition and investment objectives. This notice will be

sent not less frequently than every three years, but this information should be confirmed during periodic reviews or updated whenever there are changes. The Firm will ensure that the client's IAR has access to such notices.

Clients will receive statements, at least quarterly, from NFS that are marked to the market showing all activity during the reporting period, including transactions, account holdings, deposits, withdrawals, dividends, and estimated yield as well as the deduction of any fees, expenses or other charges from the account.

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## **Additional Information**

### Reviews

Accounts which are advised directly by the Advisor's IARs are reviewed not less frequently than annually. The issuance of quarterly account statements is the most common triggering event for reviews and provides updated values to be evaluated. Clients may also request a review at any time by contacting their IAR.

### Reviewers

Reviewers include Home Office and Branch Office Principals. Branch Office principals are assigned to assist in the plan process when appropriate or needed and Home Office Principals are assigned to final review and approval before client presentations.

### Disciplinary History

The firm and its employees have not been involved in legal or disciplinary events related to its Advisory business, although, through the Firm's registration as a broker-dealer with FINRA, the Firm has experienced one or more disclosed events, which can be found at [www.finra.org/brokercheck](http://www.finra.org/brokercheck). For specific disciplinary information related to any IAR's of G.A. Repple, please see the relevant Brochure supplement available and delivered by the Firm. FINRA's BrokerCheck® program also discloses detailed reports related to each of the Firm's associated persons. If you would like to know any additional information regarding the background of G.A. Repple and any of its associated persons, please contact the Firm directly at the contact information provided on the cover of this brochure.

### Industry Affiliations

G.A. Repple's principal business is as a full service general securities broker/dealer. The principal business of its executive officers is the day-to-day management of its broker/dealer activities. The Firm is also licensed as an Insurance Agency whose associated persons are licensed to sell variable life and annuity products, fixed annuities, life insurance, health insurance and disability insurance products. Many of our associates also represent other independent insurance agencies. The majority of G.A. Repple's executive officers' time involves this principal business and other services not constituting Investment Advisory Services.

Certain IARs, may recommend securities or insurance products offered through G.A. Repple in their capacity as representatives of the broker/dealer and insurance agency. Such IARs may



receive normal commissions as G.A. Repple representatives if their clients purchase products through them. Thus, a conflict of interest may exist between the interests of these dual representatives and their clients. However, clients are under no obligation to purchase products recommended by their representatives.

Several of the Firm's broker/dealer representatives are also independently registered Investment Advisors conducting fee-based financial planning practices of their own. The Advisor also has IARs whose principal business is an accounting or law firm.

### Code Of Ethics

The Advisors Act imposes a fiduciary duty on Investment Advisors. As a fiduciary, G.A. Repple & Company has a duty of utmost good faith to act solely in the best interest of each of our clients. Our clients entrust us with their funds, which in turn places a high standard on our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity in all of their dealings. This fiduciary duty is the core principle underlying our "Code of Ethics and Personal Trading Policy" and represents the expected basis of all of our dealings with our clients. The Code includes policies and procedures developed to protect client's interests in relation to the following topics:

- The duty at all times to place the interests of clients first;
- The requirement that all personal securities transactions be conducted in such a manner as to be consistent with the code of ethics and to avoid any actual or potential conflict of interest or any abuse of an employee's position of trust and responsibility;
- The principle that investment advisor personnel should not take inappropriate advantage of their positions;
- The fiduciary principle that information concerning the identity of security holdings and financial circumstances of clients is confidential; and
- The principle that independence in the investment decision-making process is paramount.

*We will provide a copy of our "Code of Ethics and Personal Trading Policy" to any person who makes a written request for a copy to G.A. Repple & Company, Attn: Compliance Dept., 101 Normandy Road, Casselberry, FL 32707.*

### Participation in Client Transactions

The Advisor does not buy securities for itself from clients, nor does it sell securities it owns to any client in the course of normal business. G.A. Repple does not execute advisory client's securities trades by crossing their trades with security trades of non-advisory clients.

G.A. Repple and its IARs may effect securities transactions for or sell insurance products to clients as part of their other business activities. G.A. Repple and its IARs may be receiving a fee for investment advice in advisory accounts and representatives may be receiving a commission for transactions effected in G.A. Repple brokerage accounts. The Firm uses industry standard fees and keeps evidence of such.

The Advisor's IARs may engage in personal securities transactions. Such transactions may raise potential conflicts of interest when such persons trade in a security that is owned by a client or considered for purchase or sale for a client. The Advisor has adopted policies and procedures that are intended to ensure that transactions are effected for clients in a manner that is consistent

with the fiduciary duty and in accordance with applicable law. Associated persons who wish to purchase or sell securities of the types purchased or sold for clients may do so only in a manner consistent with G.A. Repple policies and procedures.

### Investment Discretion

The Advisor permits associated persons to exercise investment discretion only under limited conditions.

1. Discretion is permitted only in advisory accounts held through NFS.
2. Discretion is only permitted in those accounts for which client has signed a written authorization delegating such powers.

Discretion is limited to the type and amount of the securities to be bought or sold. IARs do not have discretion as to the broker/dealer used or the discretion to negotiate commissions without prior client approval. Associates are expected to outline their plans for account management in an investment advisory contract, or in a separate Investment Policy Statement.

The Direct Asset Management Services program utilizes the services of a particular broker/dealer. Thus, clients investing through this program must use the recommended broker/dealer. Because of additional products and services that are made available as a result of this relationship, the Advisor and/or the IAR may have a conflict of interest in assisting the client in such selection.

### Best Execution

The account fee paid by the client for a Wrap Fee Account includes payment of all brokerage commissions and other trading costs of transactions effected through NFS. However, the fee would not include mark-ups, markdowns, or payment of brokerage commissions from transactions made by a broker/dealer other than NFS or its affiliates. Such brokerage commissions, mark-ups or markdowns, and other costs would be charged to the client in addition to the advisory fee. Because these costs associated with trades executed through broker/dealers other than NFS would be passed on to the client in addition to the management fee, best execution is most likely obtained through NFS. For this reason, transactions are generally executed through NFS, subject to the Advisor's duty to obtain "best execution", i.e., a price that is as favorable to clients as possible under the prevailing market conditions.

As a dual registrant, the Advisor receives products and services that benefit the Advisor but may not benefit client accounts. Some of these products and services assist the Advisor in managing and administering client accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of the Advisor's fees from its clients' accounts; and assist with back-office functions, record keeping and client reporting. Many of these services may be used to service all or a substantial number of the Advisor's accounts, including accounts not maintained at NFS. Because the Advisor's compensation may vary depending on the broker/dealer selected, G.A. Repple may have a conflict of interest in assisting the client in such selection. While as a fiduciary, the Advisor endeavors to act in its clients' best interests, IAR's recommendation that clients maintain their assets in accounts at NFS may be based in part on the benefit to the Advisor of the availability of some of the foregoing

products and services and not solely on the nature, cost or quality of custody and brokerage services provided by NFS.

Notwithstanding such compensation, the Advisor strives to serve the best interest of its clients. Factors considered in selecting NFS include the existing broker/dealer relationships with G.A. Repple, financial strength, reputation, reporting, execution pricing and research. The Advisor does not warrant or represent that commissions for transactions implemented through NFS are lower than commission available if clients use another brokerage firm. Further, the fees charged by NFS, are exclusive of, and in addition to, the Advisor's investment management fees. Clients also incur charges imposed at the mutual fund level (e.g. management fees, early redemption fees, and other fund expenses). The Advisor believes, however, that the overall level of services and support provided to clients by the Advisor outweighs the potentially lower transactions cost available under other brokerage arrangements.

G.A. Repple may aggregate orders in a bunched trade or trades when securities are purchased or sold through the same broker/dealer for multiple discretionary accounts. The IAR for each account must reasonably believe that the bunched order is consistent with the Advisor's duty to seek best execution and may benefit each client participating in the aggregated order. The average price of the security in each bunched trade is allocated to each account that participates in the bunched trade. Accounts that participate in the same bunched trade are charged transaction fees, if applicable, in accordance with their advisory contracts. Nondiscretionary account trades are not bunched with discretionary account trades. Personal trades of G.A. Repple employees may be purchased or sold within bunched trades of clients.

If a bunched order cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day are allocated in a manner that is consistent with the initial pre-allocation or other written statement. This is done in a way that does not consistently advantage or disadvantage particular client accounts. For example, partial fills generally are filled pro rata among participating accounts. Prior to entry of a bunched trade, a written pre-allocation is generated which identifies the group of client accounts participating in the order.

Changes in allocation prior to final allocation may be made for good cause provided that all client accounts receive fair and equitable treatment. A written explanation of the reason for any material change in the allocation is documented no later than the morning following the execution of the trade.

It is the Advisor's policy that clients must not be disadvantaged if a trade entered into a client's account contains an error (either wrong number of shares, wrong product or wrong account). Trades are corrected to reflect the original intent of the trade order.