

**Brochure**

**Form ADV Part 2A**

**Item 1 - Cover Page**



WEALTH DIMENSIONS

**Wealth Dimensions Group, Ltd.**

**CRD# 107618**

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This brochure provides information about the qualifications and business practices of Wealth Dimensions Group, Ltd. If you have any questions about the contents of this brochure, please contact us at (513) 554-6000 or [DLoftus@WealthDimensions.com](mailto:DLoftus@WealthDimensions.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state authority.

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

**Item 2 - Material Changes**

This Brochure is prepared in the revised format required beginning in 2011. Registered Investment Advisers are required to use this format to inform clients of the nature of advisory services provided, types of clients served, fees charged, potential conflicts of interest and other information. The Brochure requirements include providing a Summary of Material Changes (the "Summary") reflecting any material changes to our policies, practices, or conflicts of interest made since our last required "annual update" filing. In the event of any material changes, such Summary is provided to all clients within 120 days of our fiscal year-end. Our last annual update was filed on March 27, 2014. Of course the complete Brochure is available to clients at any time upon request.

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

##### General Information

Wealth Dimensions Group, Ltd. ("WDG") was formed in 1990 (succeeding Spectrum Financial Advisors, LLC in 2009) and provides financial planning, portfolio management and general consulting services to its clients.

Thomas A. Curti, Douglas P. Loftus, and Michael E. McCaw are the owners of WDG. Please see ***Brochure Supplements***, Exhibit A, for more information on Messrs. Curti, and Loftus.

As of December 31, 2014, WDG managed \$358,891,802 on a discretionary basis, and \$181,318,728 of assets on a non-discretionary basis.

#### **SERVICES OFFERED**

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

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

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

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

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

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

##### Financial Planning

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

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

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

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

#### Portfolio Management

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

To implement the client's Investment Plan, WDG will manage the client's investment portfolio on a discretionary or a non-discretionary basis. As a discretionary investment adviser, WDG will have the authority to supervise and direct trades in the portfolio as agreed but without specific consultation with the client. Under a non-discretionary arrangement, clients must be contacted prior to the execution of any trade in the account(s) under management. This may result in a delay in executing recommended trades, which could adversely affect the performance of the portfolio. This delay also normally means the affected account(s) will not be able to participate in block trades, a practice designed to enhance the execution quality, timing and/or cost for all accounts included in the block. In a non-discretionary arrangement, the client retains the responsibility for the final decision on all actions taken with respect to the portfolio.

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

### Third Party Advisors

From time to time, WDG may recommend the use of a Third Party Advisor. In such cases WDG will typically gather information from the clients about the client's financial situation, investment objectives, and reasonable restrictions the clients wants imposed on the management of the account. WDG does not review specific securities purchased by the Third Party Advisor, on a trade-by-trade basis.

WDG will periodically review reports provided to the clients by the Third Party Advisor. WDG will contact the client periodically, as agreed to with the clients, to review the client's financial situation and objectives; communicate information to the Third Party Advisor managing the account as warranted; and assist the clients in understanding and evaluating the services provided by the Third Party Advisor. Clients will be expected to notify WDG of any changes in their financial situation, investment objectives, or account restrictions. Clients may also contact directly the Third Party Advisor managing the account.

A complete description of the programs and services available through the Third Party Advisor will be provided to the client upon receipt and review of the applicable Third Party Advisor's Form ADV Part 2A and 2B and/or equivalent brochures, investment advisory contracts, and account opening documents. WDG makes every reasonable attempt to ensure that any investment advisers that the firm selects or recommends to clients are properly licensed or exempt from registration.

### Covered Call Strategy

Clients may find themselves holding large positions in one or more securities with very low cost basis. The tax implications of selling the shares may seem, at least in the short-run, to outweigh the benefits of diversification. WDG's *Covered Call Strategy* is designed with the goals of delivering increased total return, creating additional income, and/or providing an alternative to liquidating a concentrated position. When appropriate for a client, using our disciplined investment approach we construct a customized portfolio to meet the unique needs of each client, taking into consideration tax requirements, risk and return, and liquidity needs. Our investment specialists conduct in-depth research to identify investment opportunities while monitoring portfolios daily.

### General Consulting

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

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

### General Fee Information

Fees paid to WDG are exclusive of all custodial and transaction costs paid to the client's custodian, brokers or other third party consultants. Please see ***Item 12 - Brokerage Practices*** for additional information. Fees paid to WDG are also separate and distinct from the fees and expenses charged by mutual funds, ETFs (exchange traded funds) or other investment pools to their shareholders (generally including a management fee and fund expenses, as described in each fund's prospectus or offering materials). The client should review all fees charged by funds, brokers, WDG and others

to fully understand the total amount of fees paid by the client for investment and financial-related services.

#### Financial Planning Fees

Clients who retain WDG to complete a full written financial plan will have a written estimate provided to them prior to the commencement of work on the project. The agreed upon fee is payable one-half in advance, and the balance upon completion of the plan. In the event of termination prior to the completion of the plan, partial refunds will be prorated based on the value of the amount of work already performed on the plan. In addition to full financial plans, WDG offers hourly financial planning consultations. The fees for this service range from \$150 to \$350 per hour, and is payable in arrears.

#### Portfolio Management Fees

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

First \$1,000,000	1.00%
Next \$2,000,000	0.75%
Next \$2,000,000	0.60%
Balance above \$5,000,000	0.55%

The minimum portfolio value is generally set at \$500,000. The minimum annual fee for any account is \$10,000. WDG may, at its discretion, make exceptions to the foregoing or negotiate special fee arrangements where WDG deems it appropriate under the circumstances.

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

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

#### Third Party Advisor Fees

When utilized, Third Party Advisors will charge a fee to manage the client's account. This fee is separate from and in addition to the fee assessed by WDG.

#### General Consulting Fees

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

#### Other Compensation

Certain Principals and employees of WDG maintain licenses with various life and disability insurance companies. In providing advisory services, these individuals may recommend the purchase of products under circumstances where they would be entitled to receive a commission or other compensation in the transaction. In all such circumstances, however, the client will be notified of this payment in advance of the transaction, and under no circumstances will the client

pay both a commission to these individuals and a management fee to WDG on the same pool of assets.

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

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

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

WDG serves individuals, pension and profit-sharing plans, corporations, trusts, estates and charitable organizations. With some exceptions, the minimum portfolio value eligible for conventional investment advisory services is \$500,000, and the annual minimum fee charged is \$10,000. Under certain circumstances and in its sole discretion, WDG may negotiate such minimums.

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

##### Methods of Analysis

In accordance with the Investment Plan, WDG primarily invests in mutual funds for client accounts. However, when appropriate based on portfolio objective, and other factors, WDG may invest in individual securities as well as ETFs (exchange traded funds).

WDG's methods of analysis include an evaluation of portfolio statistics including beta, standard deviation, turnover, management and trading cost, style drift, performance, risk, correlation and mean-variance analysis. In addition, for individual securities we look at fundamental research, earnings growth, dividend yield, dividend growth and reliability, and analysts recommendations. In addition, WDG looks for opportunities to take advantage of market dynamics such as liquidity or political events that create short-term displacement in asset pricing.

##### Investment Strategies:

##### ***Overall Strategy***

WDG uses a diversified asset allocation approach with a tilt to value oriented securities. For the equity exposure in growth oriented portfolios, WDG primarily use Dimensional Fund Advisor ("DFA") mutual funds to create a low-cost, low turnover portfolio with no style drift or overlap. WDG will then fill in around the core with other funds or ETFs.

In some cases, WDG may recommend the use of third party money managers. These outside managers would fill specific roles in the management of the overall portfolio. Examples of specific areas include small capitalization growth management, large capitalization value management, and international investments. In some cases, WDG may recommend the use of several managers in the same asset class to access a more diversified knowledge pool.

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



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

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

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

Options Trading/Writing: a securities transaction that involves buying or selling (writing) an option. If you write an option, and the buyer exercises the option, you are obligated to purchase or deliver a specified number of shares at a specified price at the exercise of the option regardless of the market value of the security at expiration of the option. Buying an option gives you the right to purchase or sell a specified number of shares at a specified price until the date of expiration of the option regardless of the market value of the security at expiration of the option.

### ***Covered Call Strategy***

As described in the ***Advisory Business*** section, from time to time and when appropriate for individual clients WDG may employ a Covered Call Strategy to assist clients in dealing with a concentrated position in one or more securities or to create additional income in the portfolio. The most effective strategy to reduce the risk of a concentrated position in most cases is to liquidate the position and construct a well diversified portfolio. However, due to restrictions on selling the stock, tax consequences, or personal preferences, selling the position is not always a viable option. In these cases, we will customize a strategy that meets the unique needs of each client and one that is tailored specifically to the concentrated position.

A covered call is a combination of owning shares of a stock and selling (or writing) call options against those shares. The seller of the call option (you) receives an upfront cash premium while the buyer of the call option receives the right, but not the obligation, to purchase a fixed number of shares of the stock at the predetermined price. While the sale of a covered call generates positive cash flow, it does not eliminate the downside risk of stock ownership. Investing in stock options is generally considered to carry higher risk than just owning the shares of stock. However, at WDG we believe the protections offered by this strategy, such as increased income to the portfolio and diversification achieved through the use of margin, outweighs the additional risk of a covered call strategy.

### ***Risk of Loss***

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

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

***Management Risks.*** While WDG manages client investment portfolios based on WDG's experience, research and proprietary methods, the value of client investment portfolios will change daily based on the performance of the underlying securities in which they are invested. Accordingly, client investment portfolios are subject to the risk that WDG allocates assets to asset classes that are



adversely affected by unanticipated market movements, and the risk that WDG's specific investment choices could underperform their relevant indexes.

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

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

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

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

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

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

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

Neither WDG nor its Management Person has any other financial industry activities or affiliations to report.

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

#### Code of Ethics and Personal Trading

WDG has adopted a Code of Ethics (“the Code”), the full text of which is available to you upon request. WDG’s Code has several goals. First, the Code is designed to assist WDG in complying with applicable laws and regulations governing its investment advisory business. Under the Investment Advisers Act of 1940, WDG owes fiduciary duties to its clients. Pursuant to these fiduciary duties, the Code requires persons associated with WDG (managers, officers and employees) to act with honesty, good faith and fair dealing in working with clients. In addition, the Code prohibits such associated persons from trading or otherwise acting on insider information.

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

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

#### Participation or Interest in Client Transactions

Because associated persons may invest in the same securities as those purchased in client accounts, WDG has established a policy requiring its associated persons to pre-clear transactions in certain of these securities with the Chief Compliance Officer. The goal of this policy is to avoid any conflict of interest that may present itself in these situations. Some types of securities, such as CDs, treasury obligations and open-end mutual funds are exempt from this pre-clearance requirement. However, in the event of other identified potential trading conflicts of interest, WDG’s goal is to place client interests first.

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

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

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

### **Best Execution and Benefits of Brokerage Selection**

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

WDG participates in Fidelity’s Institutional Wealth Services (“FIWS”) program. While there is no direct link between the investment advice WDG provides and participation in the FIWS program, WDG receives certain economic benefits from the program. These benefits may include software and other technology that provides access to client account data (such as trade confirmations and account statements), facilitates trade execution (and allocation of aggregated orders for multiple client accounts), provides research, pricing information and other market data, facilitates the payment of WDG’s fees from its clients’ accounts, and assists with back-office functions, recordkeeping and client reporting. Many of these services may be used to service all or a substantial number of WDG’s accounts, including accounts not held at Fidelity. Fidelity may also make available to WDG other services intended to help WDG manage and further develop its business. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. In addition, Fidelity may make available, arrange and/or pay for these types of services to be rendered to WDG by independent third parties. Fidelity may discount or waive fees it would otherwise charge for some of these services, pay all or a part of the fees of a third-party providing these services to WDG, and/or Fidelity may pay for travel expenses relating to participation in such training. These services are not soft dollar arrangements, but are part of the institutional platform offered by Fidelity. Finally, participation in the FIWS program provides WDG with access to mutual funds which normally require significantly higher minimum initial investments or are normally available only to institutional investors.

The benefits received through participation in the FIWS program do not necessarily depend upon the proportion of transactions directed to Fidelity. The benefits are received by WDG, in part because of commission revenue generated for Fidelity by WDG’s clients. This means that the investment activity in client accounts is beneficial to WDG, because Fidelity does not assess a fee to WDG for these services. This creates an incentive for WDG to continue to recommend Fidelity to its clients. While it may be possible to obtain similar custodial, execution and other services elsewhere at a lower cost, WDG believes that Fidelity provides an excellent combination of these services.

### **Directed Brokerage**

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

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

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

#### Aggregated Trade Policy

WDG typically directs trading in individual client accounts as and when trades are appropriate based on the client's Investment Plan, without regard to activity in other client accounts. However, from time to time, WDG may aggregate trades together for multiple client accounts, most often when these accounts are being directed to sell the same securities. If such an aggregated trade is not completely filled, WDG will allocate shares received (in an aggregated purchase) or sold (in an aggregated sale) across participating accounts on a pro rata or other fair basis; provided, however, that any participating accounts that are owned by WDG or its officers, directors, or employees will be excluded first.

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

Managed portfolios are reviewed on an ongoing basis, no less than quarterly, but may be reviewed more often if requested by the client, upon receipt of information material to the management of the portfolio, or at any time such review is deemed necessary or advisable by WDG. These factors may include but are not limited to, the following: change in general client circumstances (marriage, divorce, retirement); or economic, political or market conditions. WDG's Principals and Associated Persons review all accounts.

For those clients to whom WDG provides separate financial planning and/or consulting services, reviews are conducted on an as needed or agreed upon basis. Such reviews are conducted by one of WDG's investment adviser representatives or principals.

Account custodians are responsible for providing monthly or quarterly account statements which reflect the positions (and current pricing) in each account as well as transactions in each account, including fees paid from an account. Account custodians also provide prompt confirmation of all trading activity, and year-end tax statements, such as 1099 forms. WDG will provide additional written reports as needed or requested by the client.

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

As noted above, WDG may receive an economic benefit from Fidelity in the form of support products and services it makes available to WDG and other independent investment advisors that have their clients maintain accounts at Fidelity. These products and services, how they benefit our firm, and the related conflicts of interest are described in ***Item 12 - Brokerage Practices***. The availability of Fidelity's products and services to WDG is based solely on our participation in the programs and not in the provision of any particular investment advice. Neither Fidelity nor any other party is paid to refer clients to WDG.

WDG or its principals may receive compensation for referrals to other investment advisers. In all cases, the client is notified of any financial interest that WDG or a related person may have.

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

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

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

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

As described in ***Item 4 - Advisory Business***, WDG will accept clients on either a discretionary or non-discretionary basis. For *discretionary accounts*, a Limited Power of Attorney ("LPOA") is executed by the client, giving WDG the authority to carry out various activities in the account, generally including the following: trade execution; the ability to request checks on behalf of the client; and, the withdrawal of advisory fees directly from the account. WDG then directs investment of the client's portfolio using its discretionary authority. The client may limit the terms of the LPOA to the extent consistent with the client's investment advisory agreement with WDG and the requirements of the client's custodian.

For *non-discretionary accounts*, the client also generally executes an LPOA, which allows WDG to carry out trade recommendations and approved actions in the portfolio. However, in accordance with the investment advisory agreement between WDG and the client, WDG does not implement trading recommendations or other actions in the account unless and until the client has approved the recommendation or action. As with discretionary accounts, clients may limit the terms of the LPOA, subject to WDG's agreement with the client and the requirements of the client's custodian.

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

As a policy and in accordance with WDG's client agreement, WDG does not vote proxies related to securities held in client accounts. The custodian of the account will normally provide proxy materials directly to the client. Clients may contact WDG with questions relating to proxy procedures and proposals; however, WDG generally does not research particular proxy proposals.

***Item 18 - Financial Information***

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

Set forth below is the Summary of Material Changes for Wealth Dimensions Group, Ltd.:

<b>Date of Change</b>	<b>Description of Item</b>
May 2014	Michael A. Curley, Jr. became a Financial Advisor for Wealth Dimensions Group, Ltd. Please see <i><b>Exhibit A, Brochure Supplement</b></i> for additional information.
February 2015	Wealth Dimensions Group, Ltd.'s office has moved to a new location. The change is reflected on the Cover Pages of the Brochure and Brochure Supplement.



# **Exhibit A**

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Thomas A. Curti, CFP®, AIF®**

**CRD# 1033019**

**of**

**Wealth Dimensions Group, Ltd.**

7870 E Kemper Road  
Suite 330  
Cincinnati, Ohio 45249

(513) 554-6000

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

March 23, 2015

This brochure supplement provides information about Thomas “Tom” Curti, and supplements the Wealth Dimensions Group, Ltd. (“WDG”) brochure. You should have received a copy of that brochure. Please contact us at (513) 554-6000 if you did not receive WDG’s brochure, or if you have any questions about the contents of this supplement.

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

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

Thomas A. Curti (year of birth 1955) is a founding Principal and has been Managing Member of WDG since 1986.

Tom received his BA from Miami University in Oxford in 1978. He became a CERTIFIED FINANCIAL PLANNER™ practitioner\* in 1987 and earned his Accredited Investment Fiduciary\*\* (AIF®) designation from the Center for Fiduciary Studies in association with the University of Pittsburgh Joseph M. Katz Graduate School of Business in 2007.

Tom has been active in the financial planning community and has been a featured guest speaker in the media, as well as an adjunct instructor at Xavier University, Sinclair College, and Wilmington

College. He served as Chairman of the Lakota School District's Business Advisory Counsel and was instrumental in developing and teaching "Skills for Success," a course instructing Lakota junior high school students in basic financial and life skills. As a Rotarian, Tom also was an instructor in its annual Camp Enterprise, teaching high school students from around the city on a number of topics to help them succeed in life.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

\*\* The AIF® designation is conferred by fi360, an organization dedicated to investment fiduciary education, and represents a thorough knowledge of and ability to apply the fiduciary practices. Through fi360's AIF® Training programs, AIF® designees learn the practices and the legal and best practice framework they are built upon. AIF® designees must annually accrue six hours of continuing professional education with at least four coming from fi360-produced sources; attest to a code of ethics; maintain current contact information in fi360's designee database, and remit annual dues.

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

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

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

Tom is licensed to sell insurance in Ohio. In providing advisory services, Tom may recommend the purchase of products under circumstances where he would be entitled to receive a commission or other compensation in the transaction. In all such circumstances, however, the client will be notified of this payment in advance of the transaction, and under no circumstances will the client pay both a commission to Tom and a management fee to WDG on the same pool of assets.

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

Other than as stated above, Tom has no other income or compensation to disclose.

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

Tom and Doug Loftus are Portfolio Managers and serve on the investment committee. Doug also serves as Chief Compliance Officer.

Overall investment decisions are made as a team by the investment committee, and portfolio activity based on these decisions will be carried by these individuals, as assisted by other staff members of the firm.

As Chief Compliance Officer, Doug Loftus is responsible for providing supervisory oversight to the staff. Doug also participates as a team member in the investment and trading processes. Doug may be contacted at (513) 554-6000.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Douglas P. Loftus, CFP®, AIF®**

**CRD# 1179499**

**of**

**Wealth Dimensions Group, Ltd.**

7870 E Kemper Road  
Suite 330  
Cincinnati, Ohio 45249

(513) 554-6000

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

March 23, 2015

This brochure supplement provides information about Douglas “Doug” Loftus, and supplements the Wealth Dimensions Group, Ltd. (“WDG”) brochure. You should have received a copy of that brochure. Please contact us at (513) 554-6000 if you did not receive WDG’s brochure, or if you have any questions about the contents of this supplement.

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

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

Douglas P. Loftus (year of birth 1960) is a founding Principal and has been Managing Member of WDG since 1986.

Doug graduated from the University of Cincinnati with a BS in Mathematics and Computer Science and a minor in Economics. He became a CERTIFIED FINANCIAL PLANNER™ practitioner\* in 1986 and earned the Accredited Investment Fiduciary\*\* (AIF®) designation from the Center for Fiduciary Studies in association with the University of Pittsburgh Joseph M. Katz Graduate School of Business in 2007.

As a highly respected member of the financial planning community, Doug frequently speaks on financial planning and investment topics as a guest lecturer in the classroom as well as on radio and television. He also has served as an adjunct instructor at Xavier University, Sinclair College, and

Wilmington College. Doug is a former Board Member and Chairman of the Board of National Tuberous Sclerosis Association, Board Member of Tuberous Sclerosis Alliance Endowment Fund, and President of West Chester Soccer Club.

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

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

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

Doug is licensed to sell insurance in Ohio. In providing advisory services, Doug may recommend the purchase of products under circumstances where he would be entitled to receive a commission or other compensation in the transaction. In all such circumstances, however, the client will be notified of this payment in advance of the transaction, and under no circumstances will the client pay both a commission to Doug and a management fee to WDG on the same pool of assets.

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

Other than as stated above, Doug has no other income or compensation to disclose.

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

Tom Curti and Doug are all Portfolio Managers and serve on the investment committee. Doug also serves as Chief Compliance Officer.

Overall investment decisions are made as a team by the investment committee, and portfolio activity based on these decisions will be carried by these individuals, as assisted by other staff members of the firm.

As Chief Compliance Officer, Doug is responsible for providing supervisory oversight to the staff. Doug also participates as a team member in the investment and trading processes. Doug may be contacted at (513) 554-6000.



**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Michael A. Curley, Jr., CFP®**

**CRD# 4648332**

**of**

**Wealth Dimensions Group, Ltd.**

7870 E Kemper Road  
Suite 330  
Cincinnati, Ohio 45249

(513) 554-6000

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

March 23, 2015

This brochure supplement provides information about Michael ("Mike") Curley, and supplements the Wealth Dimensions Group, Ltd. ("WDG") brochure. You should have received a copy of that brochure. Please contact us at (513) 554-6000 if you did not receive WDG's brochure, or if you have any questions about the contents of this supplement.

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

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

Michael A. Curley, Jr. (year of birth 1977) is a Financial Advisor at WDG. Prior to joining WDG in 2014, Mike was a Wealth Management Advisor and Investment Executive at Fifth Third Bank beginning in 2009. He was a Financial Advisor Trainee with Wachovia Securities from 2006 to 2009.

Mike received a Bachelor's Degree from Miami University (Ohio). He furthered his education by earning his CERTIFIED FINANCIAL PLANNER™ certification\*.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations,

such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

***Item 3 - Disciplinary Information***

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

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

Mike is licensed to sell insurance in Ohio. In providing advisory services, Mike may recommend the purchase of products under circumstances where he would be entitled to receive a commission or other compensation in the transaction. In all such circumstances, however, the client will be notified of this payment in advance of the transaction, and under no circumstances will the client pay both a commission to Mike and a management fee to WDG on the same pool of assets.

***Item 5 - Additional Compensation***

Other than as stated above, Mike has no other income or compensation to disclose.

***Item 6 - Supervision***

As Chief Compliance Officer, Doug Loftus is responsible for providing supervisory oversight to the staff. Doug may be contacted at (513) 554-6000.