

**PART 2A OF FORM ADV: FIRM BROCHURE**



**DESTINYCAPITAL**

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**March 21, 2017**

*This brochure provides information about the qualifications and business practices of Destiny Capital Corporation. If you have any questions about the contents of this brochure, please contact us at 303-277-9977 or email [cco@destinycapital.com](mailto:cco@destinycapital.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.*

*Registration with the SEC or with any state securities authority  
does not imply a certain level of skill or training.*

*Additional information about Destiny Capital Corporation also is available on the SEC's website at  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

*You can search this site by a unique identifying number, known as a CRD number.  
Our firm's CRD number is 111196.*

## ITEM 2 MATERIAL CHANGES

This Firm Brochure, dated March 21, 2017, provides you with a summary of Destiny Capital Corporation's advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things. This Item is used to provide our clients with a summary of new and/or updated information; we will inform of the revision(s) based on the nature of the information as follows.

1. Annual Update: We are required to update certain information at least annually, within 90 days of our firm's fiscal year end (FYE) of December 31. We will provide you with either a summary of the revised information with an offer to deliver the full revised Brochure within 120 days of our FYE or we will provide you with our revised Brochure that will include a summary of those changes in this Item.
2. Material Changes: Should a material change in our operations occur, depending on its nature we will promptly communicate this change to clients (and it will be summarized in this Item). "Material changes" requiring prompt notification will include changes of ownership or control; location; disciplinary proceedings; significant changes to our advisory services or advisory affiliates – any information that is critical to a client's full understanding of who we are, how to find us, and how we do business.

The following summarizes new or revised disclosures based on information previously provided in our Firm Brochure dated **03/15/2016 and last edited 03/15/2016**:

**Material changes were made in the Form ADV Part 2B. The edited Form ADV Part 2B, dated March 21, 2017 is available upon request.**

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## ITEM 4      ADVISORY BUSINESS

Destiny Capital Corporation is a SEC-registered investment adviser with its principal place of business located in Colorado. Destiny Capital Corporation began conducting business in 1988.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company).

Destiny Holdings, Inc., Owner

In addition, the following information identifies the indirect majority owner of 90% or more of our firm:

Steven Reese Musick, Founder, CEO

Destiny Capital Corporation offers the following advisory services to our clients:

### INDIVIDUAL PORTFOLIO MANAGEMENT

Our firm provides continuous asset management of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on the client's particular circumstances are established, we develop the client's personal investment policy. We create and manage a portfolio based on that policy. During our data gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we may also review and discuss a client's prior investment history, as well as family composition and background.

We manage these advisory accounts on a discretionary or non-discretionary basis. Account supervision is guided by the client's stated objectives (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations and other personal considerations.

Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors.

Once the client's portfolio has been established, we review the discretionary portfolio weekly and make changes periodically, based on the client's individual needs. The non-discretionary clients receive monthly communications and an offer to meet annually to review recommended planning and portfolio changes.

Clients are typically offered planning reviews every year when all personal planning circumstances are reviewed; in some cases reviews are conducted every other year if the client desires less frequent reviews.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Foreign issuers
- Corporate debt securities (other than commercial paper)

- Certificates of deposit
- Municipal securities
- Variable life insurance
- Variable annuities
- Mutual fund shares
- Exchange Traded Funds
- United States governmental securities
- Options contracts on securities

Because some types of investments involve certain additional degrees of risk, they will only be implemented or recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity, and suitability.

## FINANCIAL PLANNING

We provide financial planning services. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions, information, and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. Clients purchasing this service receive a written report which provides the client with a detailed financial plan designed to assist the client to achieve his or her financial goals and objectives.

In general, the financial plan can address any or all of the following areas:

- **PERSONAL** - We review family records, budgeting, current lifestyle, personal liability, estate information and financial goals.
- **CASH FLOW & TAX** – Cash flow analysis and tax planning are dimensions of our services.
- **INVESTMENTS** - We analyze investment alternatives and their effect on the client's portfolio.
- **INSURANCE** - We review existing policies to ensure proper coverage for life, health, disability, long-term care.
- **RETIREMENT** - We analyze current strategies and investment plans to help the client achieve his or her retirement goals.
- **DEATH & DISABILITY** - We review the client's cash needs at death, income needs of surviving dependents, estate planning and disability income.
- **ESTATE** - We assist the client in assessing and developing long-term strategies, including as appropriate, living trusts, wills, estate tax, powers of attorney, asset protection plans, nursing homes, Medicaid and elder law.

We gather required information through in-depth personal interviews. Information gathered includes the client's current financial status, tax status, future goals, investment return objectives, and attitudes towards risk. We carefully review documents supplied by the client, including a questionnaire completed by the client, and prepare a

written report. Should the client choose to implement the recommendations contained in the plan, we suggest the client work closely with his/her attorney, accountant, insurance agent, and/or stockbroker. Implementation of financial plan recommendations is entirely at the client's discretion.

We also provide general non-securities advice on topics that may include tax and cash flow planning, estate planning, and business planning.

Typically the financial plan is presented to the client at the time the contract is signed, provided that all information needed to prepare the financial plan has been promptly provided.

Financial Planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company. All recommendations are specific to client circumstances.

#### CONSULTING SERVICES

Clients can also receive investment advice on a more focused basis. This may include advice on only isolated area(s) of concern such as estate planning, retirement planning, or any other specific topic. We also provide specific consultation and administrative services regarding investment and financial concerns of the client.

Consulting recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company. All recommendations are specific to client circumstances.

#### DESTINY-DIGITAL WITH MARSTONE AS A SUB-ADVISER

Clients with limited sized portfolios have the option to receive limited advice and portfolio management with exchange traded funds by using the online electronic adviser, Destiny-Digital on the Marstone platform, Marstone as the sub-adviser, and Pershing, LLC as the custodian.

#### AMOUNT OF MANAGED ASSETS

As of **12/31/2016**, we were actively managing **\$184,554,564** of client assets on a discretionary basis plus **\$50,821,568** of client assets on a non-discretionary basis.

## ITEM 5 FEES AND COMPENSATION

#### PORTFOLIO MANAGEMENT SERVICES FEES

Clients have the option to choose either of two fee schedules for discretionary portfolio management services.

Clients who operate under a fee and commission schedule are assessed annual fees for discretionary portfolio management services based upon a percentage of assets under management and generally range from 0.63% to 1.00%.

Clients who operate under a schedule where the client pays no commissions on transactions such as mutual funds, exchange traded funds, individual securities and other similar financial products are assessed a combined annual

fee for discretionary portfolio management, financial planning and client service based upon a percentage of assets under management and generally ranged from 0.65% to 1.5%. Commissions may be charged on purchases of insurance products and to sell assets that have been transferred in-kind.

**Limited Negotiability of Advisory Fees:** Although Destiny Capital Corporation has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client's personal circumstances, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, and reports, among other factors. The specific annual fee schedule is identified in the contract between the adviser and each client.

We may group certain related client accounts for the purposes of achieving the minimum account size requirements and determining the annualized fee.

Discounts, not generally available to our advisory clients, may be offered to family members and friends of associated persons of our firm.

#### FINANCIAL PLANNING FEES

Destiny Capital Corporation's Financial Planning fee is determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into a contract with any client.

Our Financial Planning fees are calculated and charged on a fixed fee basis, typically ranging from \$425 to \$35,000, depending on the specific arrangement reached with the client.

We may request a retainer upon completion of our initial fact-finding session with the client; however, advance payment will never exceed \$5,000 for work that will not be completed within six months. The balance is due upon completion of the plan.

Fees are paid in advance for one year. A pro rata refund is provided, unconditionally, if the Client Covenant Agreement is terminated by either party during the current year services are provided.

#### CONSULTING SERVICES FEES

Destiny Capital Corporation's Consulting Services fee is determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into a contract with any client.

Our Consulting Services fees are calculated and charged on an hourly basis, ranging from **\$150** to **\$440** per hour or based on a day rate of **\$3,000** plus expenses. An estimate for the total hours is determined at the start of the advisory relationship.

Management personnel and other related persons of our firm are licensed as registered representatives of a broker-dealer and/or licensed as insurance agents or brokers. In their separate capacity(ies), these individuals are able to implement investment recommendations for advisory clients for separate and typical compensation (i.e., commissions, 12b-1 fees or other sales-related forms of compensation). This presents a conflict of interest to the

extent that these individuals recommend that a client invest in a security which results in a commission being paid to the individuals. The implementation of any or all recommendations is solely at the discretion of the client.

## GENERAL INFORMATION

**Termination of the Advisory Relationship:** The client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. As disclosed above, certain fees are paid in advance of services provided. Upon termination of any account, any prepaid, unearned fees will be promptly refunded. In calculating a client's reimbursement of fees, we will pro rate the reimbursement according to the number of days remaining in the billing period.

**Mutual Fund Fees.** All fees paid to Destiny Capital Corporation for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which investments are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

**Additional Fees and Expenses.** In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s).

Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

**Grandfathering of Minimum Account Requirements.** Pre-existing advisory clients are subject to Destiny Capital Corporation's minimum account requirements and advisory fees in effect at the time the client entered into the advisory relationship. Therefore, our firm's minimum account requirements will differ among clients.

**ERISA Accounts.** Destiny Capital Corporation complies with all "ERISA" guidelines on Pension and Retirement Plans we administer for clients.

**Advisory Fees in General.** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

## ITEM 6 PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Destiny Capital Corporation does not charge performance-based fees.

## ITEM 7 TYPES OF CLIENTS

Destiny Capital Corporation provides advisory services to the following types of clients:

- Individuals (other than high net worth individuals)



- High net worth individuals
- Private trusts and foundations
- Pension and profit sharing plans (other than plan participants)
- Charitable organizations
- Corporations or other businesses not listed above

## ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

### METHODS OF ANALYSIS

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

**Fundamental Analysis.** We attempt to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself) to determine if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell).

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

**Quantitative Analysis.** We use mathematical models in an attempt to obtain more accurate measurements of a company's quantifiable data, such as the value of a share price or earnings per share, and anticipate changes to that data.

A risk in using quantitative analysis is that the models used may be based on assumptions that prove to be incorrect.

**Qualitative Analysis.** We subjectively evaluate non-quantifiable factors such as quality of management, labor relations, and strength of research and development factors not readily subject to measurement, and anticipate potential changes to share price based on that data.

A risk in using qualitative analysis is that our subjective judgment may prove incorrect.

**Asset Allocation.** Within each class of securities, we attempt to identify more narrow categories such as domestic vs. international, growth vs. value, large-cap vs. small-cap, long vs. short maturities, corporate vs. government vs. municipal, etc. The number of potential subcategories can be quite large. Mutual funds and exchange traded funds can be useful tools to identify and recommend narrow strategies.

A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash and cash equivalents will change over time due to stock and market movements and, if not corrected, will no longer be appropriate for the client's goals.

**Mutual Fund and/or ETF Analysis.** We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and

in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in another fund(s) in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

## INVESTMENT STRATEGIES

We use the following strategy(ies) in managing client accounts, provided that such strategy(ies) are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

**Long-term purchases.** We purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

- We believe the securities to be currently undervalued, and/or
- We want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our analysis is incorrect, a security may decline sharply in value before we make the decision to sell.

**Short-term purchases.** When utilizing this strategy, we purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase.

**Risk of Loss.** Securities investments are not guaranteed and you may lose money on your investments. We ask that you work with us to help us understand your tolerance for risk.

## ITEM 9 DISCIPLINARY INFORMATION

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

## ITEM 10      OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

### **Firm Registrations:**

In addition to Destiny Capital Corporation being a registered investment adviser, our sister company, Destiny Capital Securities Corporation, is registered as a FINRA member broker-dealer. A list of affiliated broker-dealers is specifically disclosed in Section 7.A. on Schedule D of Form ADV, Part 1, which can be accessed by following the directions provided on the Cover Page of this Firm Brochure.

### **Management Personnel Registrations:**

Management personnel of Destiny Capital Corporation are separately licensed as registered representatives of Destiny Capital Securities Corporation, an affiliated FINRA member broker-dealer. These individuals, in their separate capacity, can effect securities transactions for which they could possibly receive separate, yet customary compensation.

While Destiny Capital Corporation and these individuals endeavor at all times to put the interest of the clients first as part of our fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

Management and personnel of our firm, in their individual capacities, are agents for various insurance companies. As such, these individuals are able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. Clients, however, are not under any obligation to engage these individuals when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

Clients should be aware that the receipt of additional compensation by Destiny Capital Corporation and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. Destiny Capital Corporation endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- We disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees
- We disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies
- We collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance
- Our firm's management conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances
- We require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed

- We periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm
- We educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

## **ITEM 11 CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

Destiny Capital Corporation and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement). Our employees are prohibited from purchasing an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

Destiny Capital Corporation's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [ccodestinycapital.com](mailto:ccodestinycapital.com), or by calling us at 303-277-9977.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

We may aggregate our employee trades with client transactions where possible and when compliant with our duty to seek best execution for our clients. In these instances, participating clients will receive an average share price and transaction costs will be shared equally and on a pro-rata basis. In the instances where there is a partial fill of a particular batched order, we will allocate all purchases pro-rata, with each account paying the average price. Our employee accounts will be included in the pro-rata allocation.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
3. It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
4. Our firm requires prior approval for any private placement investments by related persons of the firm.
5. We maintain a list of all reportable securities holdings for our firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
6. We have established procedures for the maintenance of all required books and records.
7. All clients are fully informed that related persons may receive separate commission compensation when effecting transactions during the implementation process.
8. Clients can decline to implement any advice rendered.
9. All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
10. We require delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.
11. We have established policies requiring the reporting of Code of Ethics violations to our senior management.
12. Any individual who violates any of the above restrictions may be subject to termination.

As disclosed in the preceding section of this Brochure (Item 10), related persons of our firm are separately registered as securities representatives of the broker-dealer, and/or licensed as an insurance agent/broker of various insurance companies. Please refer to Item 10 for a detailed explanation of these relationships and important conflict of interest disclosures.

## **ITEM 12      BROKERAGE PRACTICES**

For discretionary clients, Destiny Capital Corporation requires these clients to provide us with written authority to determine the broker-dealer to use and the commission costs that will be charged to these clients for these transactions.

These clients must include any limitations on this discretionary authority in this written authority statement. Clients may change/amend these limitations as required. Such amendments must be provided to us in writing. Destiny Capital Corporation does not have any soft-dollar arrangements and does not receive any soft-dollar benefits.

Destiny Capital Corporation will execute block trades where possible and when advantageous to clients. This blocking of trades permits the trading of aggregate blocks of securities composed of assets from multiple client accounts at an average share price, so long as transaction costs are shared equally and on a pro-rated basis between all accounts included in any such block.

Block trading may allow us to execute equity trades in a timelier, more equitable manner, at an average share price. Destiny Capital Corporation will typically aggregate trades among clients whose accounts can be traded through Destiny Capital Securities Corporation. Destiny Capital Corporation's block trading policy and procedures are as follows:

1. Transactions for any client account may not be aggregated for execution if the practice is prohibited by or inconsistent with the client's advisory agreement with Destiny Capital Corporation, or our firm's order allocation policy.
2. The trading desk in concert with the portfolio manager must determine that the purchase or sale of the particular security involved is appropriate for the client and consistent with the client's investment objectives and with any investment guidelines or restrictions applicable to the client's account.
3. The portfolio manager must reasonably believe that the order aggregation will benefit, and will enable Destiny Capital Corporation to seek best execution for each client participating in the aggregated order. This requires a good faith judgment at the time the order is placed for the execution. It does not mean that the determination made in advance of the transaction must always prove to have been correct in the light of a "20-20 hindsight" perspective. Best execution includes the duty to seek the best quality of execution, as well as the best net price.
4. Prior to entry of an aggregated order, a written order ticket must be completed which identifies each client account participating in the order and the proposed allocation of the order, upon completion, to those clients.
5. If the 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 must be allocated pro rata among the participating client accounts in accordance with the initial order ticket or other written statement of allocation. However, adjustments to this pro rata allocation may be made to participating client accounts in accordance with the initial order ticket or other written statement of allocation. Furthermore, adjustments to this pro rata allocation may be made to avoid having odd amounts of shares held in any client account, or to avoid excessive ticket charges in smaller accounts.
6. Generally, each client that participates in the aggregated order must do so at the average price for all separate transactions made to fill the order. Under the client's agreement with the custodian/broker, transaction costs may be based on the number of shares traded for each client.
7. If the order will be allocated in a manner other than that stated in the initial statement of allocation, a written explanation of the change must be provided to and approved by the Chief Compliance Officer no later than the morning following the execution of the aggregate trade.
8. Destiny Capital Corporation's client account records separately reflect, for each account in which the aggregated transaction occurred, the securities which are held by, and bought and sold for, that account.

9. Funds and securities for aggregated orders are clearly identified on Destiny Capital Corporation's records and to the broker-dealers or other intermediaries handling the transactions, by the appropriate account numbers for each participating client.
10. No client or account will be favored over another.

## ITEM 13      REVIEW OF ACCOUNTS

### PORTFOLIO MANAGEMENT SERVICES

**REVIEWS:** While the underlying securities within Individual Portfolio Management Services accounts are continually reviewed and monitored. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

These accounts are reviewed by: Steven Musick, Founder/CEO; Judd Kramer, CFO; Jarrod Musick, President/Investment Adviser Representative; Mabel Pirner, Financial Analyst; and from time to time, by other financial advisory personnel employed by or contracted by the firm.

**REPORTS:** In addition to the monthly statements and confirmations of transactions that Portfolio Management Services clients receive from their broker-dealer, Destiny Capital Corporation will provide semi-annual reports summarizing account performance, balances and holdings.

### FINANCIAL PLANNING SERVICES

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically formal reviews will be conducted annually for all discretionary clients. Non-discretionary clients are formally reviewed annually or bi-annually depending on the needs of the client.

**REPORTS:** Financial Planning clients will receive a completed financial plan. Additional reports will be generated and provided at the annual review or as needed due to changing factors.

### CONSULTING SERVICES

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Consulting Services clients unless otherwise contracted for. Such reviews will be conducted by the client's account representative.

**REPORTS:** Consulting Services clients will not typically receive reports due to the nature of the service.

## **ITEM 14      CLIENT REFERRALS AND OTHER COMPENSATION**

It is Destiny Capital Corporation's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.

It is Destiny Capital Corporation's policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients. Invitations to attend insurance conferences are an exception and attendance will be allowed. An Investment Adviser Representative who is invited to meet with portfolio managers of a mutual fund company will be allowed to attend. Attendance at conferences that are sponsored by Destiny Capital Securities Corporation's clearing firm will be allowed. Destiny Capital Securities Corporation is the affiliated broker/dealer of Destiny Capital Corporation.

## **ITEM 15      CUSTODY**

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts. An authorization is signed by the client before fees are debited.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

Our firm does not have actual or constructive custody of client accounts.

## **ITEM 16      INVESTMENT DISCRETION**

Clients may hire us to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- Determine the security to buy or sell; and/or
- Determine the time to buy or sell; and/or
- Determine the price to buy or sell; and/or
- Determine the amount of the security to buy or sell



Clients give us discretionary authority when they sign a discretionary agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

## **ITEM 17      VOTING CLIENT SECURITIES**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

## **ITEM 18      FINANCIAL INFORMATION**

We do require some clients to pay fees that are (a) greater than \$1,200 and (b) billed six months or more in advance. Accordingly, a copy of our firm's balance sheet is attached.

As an advisory firm that maintains discretionary authority for client accounts, we are also required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. Destiny Capital Corporation has no additional financial circumstances to report.

Destiny Capital Corporation has not been the subject of a bankruptcy petition at any time during the past ten years.

**DESTINY CAPITAL CORPORATION**  
**STATEMENT OF FINANCIAL CONDITION**  
**DECEMBER 31, 2016**

DESTINY CAPITAL CORPORATION

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## **INDEPENDENT AUDITORS' REPORT**

To the Board of Directors of  
Destiny Capital Corporation

### ***Report on the Statement of Financial Condition***

We have audited the accompanying statement of financial condition of Destiny Capital Corporation (the "Company") as of December 31, 2016, and the related notes to the statement of financial condition.

### ***Management's Responsibility for the Statement of Financial Condition***

Management is responsible for the preparation and fair presentation of this statement of financial condition in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of statement of financial condition that is free from material misstatement, whether due to fraud or error.

### ***Auditors' Responsibility***

Our responsibility is to express an opinion on this statement of financial condition based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the statement of financial condition is free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the statement of financial condition. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the statement of financial condition, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the statement of financial condition in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the statement of financial condition.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### ***Opinion***

In our opinion, the statement of financial condition referred to above presents fairly, in all material respects, the financial position of Destiny Capital Corporation as of December 31, 2016 in accordance with accounting principles generally accepted in the United States of America.

Greenwood Village, Colorado  
March 16, 2017



DESTINY CAPITAL CORPORATION  
STATEMENT OF FINANCIAL CONDITION  
DECEMBER 31, 2016

**ASSETS**

Cash and cash equivalents	\$ 458,619
Fees receivable	131,635
Due from broker	1,708,004
Due from related entities (Note 2)	4,174
Note Receivable	250,000
Office furniture and equipment at cost, less accumulated depreciation of \$158,507	61,591
Other Assets	41,818
	<hr/>
	<b><u>\$ 2,655,841</u></b>

**LIABILITIES AND SHAREHOLDERS' EQUITY**

**LIABILITIES:**

Deferred revenue	\$ 1,090,543
Accounts payable and accrued expenses	17,469
Shareholder Loan (Note 2)	1,600,000
Due to related entity (Note 2)	1,965
	<hr/>
<i><b>Total liabilities</b></i>	2,709,977

**COMMITMENTS (Note 2)**

**SHAREHOLDERS' EQUITY:**

Common stock, no par value; 50,000 shares authorized, 1,000 issued and outstanding	1,000
Additional paid-in capital	85,286
Deficit	(140,422)
	<hr/>
<i><b>Total shareholders' equity</b></i>	(54,136)
	<hr/>
	<b><u>\$ 2,655,841</u></b>

## DESTINY CAPITAL CORPORATION

### NOTES TO STATEMENT OF FINANCIAL CONDITION

#### **NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

##### **Organization**

Destiny Capital Corporation (the “Company”) was incorporated under the laws of the state of Colorado on March 31, 1995 to engage in the business of financial planning. The Company is registered as an investment advisor with the Securities and Exchange Commission. The Company is a wholly-owned subsidiary of Destiny Holdings, Inc. (Parent).

##### **Cash and Cash Equivalents**

The Company considers investments with maturities less than three months to be cash equivalents.

##### **Fees Receivable**

Bad debts are provided on the allowance method based on historical experience and management’s best evaluation of outstanding fees receivable. There is no allowance for doubtful accounts at December 31, 2016.

##### **Revenue Recognition**

The Company receives advisory fees in advance from its clients. These fees are deferred and recognized as income over the period of the respective advisory contracts.

##### **Property, Equipment and Leasehold Improvements**

Property, equipment and leasehold improvements are recorded at cost. Depreciation is computed using both straight-line and accelerated methods, and is based on estimated useful lives of three to seven years.

##### **Income Taxes**

The Company has elected to be taxed under Subchapter S of the Internal Revenue Code. Accordingly, the Company’s taxable income or loss is includable in the tax return of the Company’s Parent.

The Company is required to determine whether a tax position is more likely than not to be sustained upon examination by the applicable taxing authority, including resolution of any tax related appeals or litigation processes, based on the technical merits of the position. The Company files an income tax return in the U.S. federal jurisdiction, and may file income tax returns in various U.S. states. The Company is not subject to income tax return examinations by major taxing authorities for years before 2013.

DESTINY CAPITAL CORPORATION

NOTES TO STATEMENT OF FINANCIAL CONDITION

(continued)

**NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (concluded)**

**Income Taxes (concluded)**

The tax benefit recognized is measured as the largest amount of benefit that has a greater than fifty percent likelihood of being realized upon ultimate settlement. De-recognition of a tax benefit previously recognized results in the Company recording a tax liability that reduces net assets. However, the Company's conclusions regarding this policy may be subject to review and adjustment at a later date based on factors including, but not limited to, on-going analyses of and changes to tax laws, regulations and interpretations thereof. The Company recognizes interest accrued related to unrecognized tax benefits and penalties related to unrecognized tax benefits in income taxes payable, if assessed. No interest expense or penalties have been recognized as of and for the year ended December 31, 2016.

**Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**Fair Value of Financial Instruments**

The Company's financial instruments, including cash and cash equivalents, fees receivable, due from related entities, due from broker, note receivable, office furniture and equipment at cost, less accumulated depreciation, other assets, accounts payable, and accrued expenses, shareholder loan, due to related entity, and deferred revenue, are carried at amounts that approximate fair value due to the short-term nature of those instruments.

**Long Lived Assets**

The Company reviews its long-lived assets for impairment whenever changes in circumstances indicate that the carrying amount of an asset may not be recoverable. For purposes of evaluating the recoverability of long-lived assets, the recoverability test is performed using undiscounted net cash flows estimated to be generated by the asset. To date, no impairment has occurred.

DESTINY CAPITAL CORPORATION

NOTES TO STATEMENT OF FINANCIAL CONDITION

(continued)

**NOTE 2 – COMMITMENTS AND RELATED PARTY TRANSACTIONS**

The Company leases office space from an unrelated party under a non-cancelable operating lease expiring December 31, 2023. Future minimum lease payments per year are approximately as follows:

<u>Year</u>	<u>Amount</u>
2017	\$ 125,190
2018	128,132
2019	131,073
2020	134,015
2021	136,956
Thereafter	<u>282,737</u>
<b>Total</b>	<b><u>\$ 938,103</u></b>

The Company has an operating agreement (the “Agreement”) with an affiliated company, Destiny Capital Securities Corporation (“DCSC”). Under the Agreement, the Company pays DCSC a monthly amount to cover a portion of expenses incurred by the Company. The Company utilizes the services of DCSC’s employees and pays a portion of those payroll related expenses such as salary, payroll taxes, 401(k) match, health care costs, etc. Beginning in July 2013, the Agreement was amended to include two additional payments to DCSC by the Company. The first additional payment is to reimburse DCSC for services provided by Pershing LLC and charged to DCSC. The second payment is to compensate DCSC for brokerage services provided on behalf of The Company. During the year ended December 31, 2016, the Company paid DCSC \$1,655,414 and received \$58,120 from DCSC under the Agreement. The Company has a receivable due from one related entity in the amount of \$4,174 and a payable due to one related entity in the amount of \$1,965.

**Note Receivable**

The company has a RPT royalty agreement with Kenton Crabb, Vice President. Kenton Crabb has agreed to pay the Company 10% of his income in exchange for \$250,000 cash. Under the agreement, the Company will continue to collect 10% of Kenton Crabb’s income until the Company is repaid its principal balance. When payments to the Company from the royalty interest reach \$100,000, Kenton Crabb will have the option to repay the principal balance of \$250,000 and terminate the contract. If the option is not exercised, the contract will terminate three years from the date of the contract, upon the repayment of \$250,000 in principal and \$100,000 in royalty interest. The Company has collected \$73,573 of royalty interest under the terms of the agreement in 2016.



DESTINY CAPITAL CORPORATION

NOTES TO STATEMENT OF FINANCIAL CONDITION  
(concluded)

**NOTE 2 – COMMITMENTS AND RELATED PARTY TRANSACTIONS** *(concluded)*

*Shareholder Loan*

The Company has an outstanding \$1,600,000 loan agreement with Steven Musick, President, with an annual interest rate of WSJ Prime + 1.5%. Interest will accrue and be paid at the end of each month by the Company to Steven Musick. The company will repay the loan in full or in part at the request of Steven Musick. If the loan is partially paid, interest payments at an annual interest rate of WSJ Prime + 1.5% per year on the remaining outstanding balance will continue to be paid to Steven Musick. As of December 31, 2016, the Company paid Steven \$52,500 in interest.

**NOTE 3 – SUBSEQUENT EVENTS**

The Company has performed an evaluation of subsequent events through the date the financial statements were available to be issued. The evaluation did not result in any subsequent events that required disclosures and/or adjustments.