



# ROCKBRIDGE

## INVESTMENT MANAGEMENT

**220 South Warren Street, 9<sup>th</sup> Floor**  
**Syracuse, NY 13202**  
**315.671.0588**  
**[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

### **Form ADV Part 2A**

### **Firm Brochure**

This brochure provides information about the qualifications and business practices of Rockbridge Investment Management, LLC. If you have any questions about the contents of this brochure, please contact us at 315.671.0588.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or any state securities authority.

Additional information about Rockbridge Investment Management, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

March 24, 2017

**Item 2 – Material Changes**

There have been no material changes since the last annual amendment brochure submitted March 25, 2016.

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## **Item 4 – Advisory Business**

Rockbridge Investment Management, LLC (hereinafter referred to as “RIM”) has been in business since 1997. The principal owners are Craig Buckhout and Anthony Farella.

### *Assets Under Management*

As of December 31, 2016 RIM manages \$566,035,508 in client assets broken down as follows:

Discretionary - \$541,439,089

Non-Discretionary - \$24,596,419

### *Investment Management Services*

We provide investment management services to our clients on a discretionary basis. When we manage client assets on a discretionary basis, we execute securities transactions for clients without having to obtain specific client consent prior to each transaction. Discretionary authority is limited to investments within clients’ managed accounts.

We also provides investment management services including, advice regarding asset allocation and the selection of investments, portfolio design, asset allocation, investment plan implementation and ongoing investment monitoring. We rely on the stated objectives of the client and consider the client’s risk profile and financial status prior to making any recommendations.

### *Investment Supervisory Services*

Investment supervisory services consist of constructing a portfolio for each client to achieve established risk objectives. The portfolio may include various funds, primarily passively managed, that would have the greatest probability of achieving the returns allowed by global capital markets at the lowest cost. The portfolio would be rebalanced on a regular basis to reflect previously established commitments to each market/asset class.

We also provide investment supervisory services for 401(k) or other qualified retirement plans that consist of constructing a portfolio to achieve established risk objectives. The portfolio would include various funds, primarily passively managed, that would have the greatest probability of achieving the returns allowed by global capital markets at the lowest cost. The portfolio would be rebalanced on a regular basis to reflect previously established commitments to each market/asset class.

For certain clients associated with the agricultural industry, we provide investment supervisory services under the d/b/a Agri-Invest, LLC, which is a separate business name of RIM. The services offered to Agri-Invest and RIM clients are essentially the same.

### *Financial Planning and Consulting Services*

For certain clients we may provide financial planning and consulting services under a separate hourly fee arrangement that are consistent with the client’s financial and tax status, in addition to risk profile and return objectives.

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

We start the comprehensive financial planning process by taking a financial inventory. This generally involves gathering enough data to perform an analysis of client liabilities, cash flow and net worth analysis, and tax

assessments. Our next step typically involves assisting clients with formalizing their goals and plotting their investment timelines.

### *Financial Planning Conflicts of Interest*

When both investment management and financial planning services are offered, there is a potential conflict of interest since there is an incentive for an advisor offering financial planning services to recommend services for which the advisor, or a related party, may receive compensation. However, financial planning clients are under no obligation to act upon any of our recommendations or to effect any transactions through us if they decide to follow the recommendations.

## **Item 5 – Fees and Compensation**

### *Investment Management Fees*

#### ***Annualized Fees***

<b><i>Assets</i></b>	<b><i>Per Year</i></b>
Up to \$ 1,000,000	0.80%
Next \$ 4,000,000	0.60%
Next \$ 5,000,000	0.40%
Over \$10,000,000	0.20%

For accounts with balances under \$500,000, RIM reserves the right to use the following fee schedule:

<b><i>Assets</i></b>	<b><i>Per Year</i></b>
Up to \$ 100,000	1.00%
Next \$ 400,000	0.75%

For accounts with balances under \$100,000, we may impose an additional fixed fee of \$25. We also provide investment advice and education through consultations with participants in various 401(k) plans. The charge for these services is generally a fixed fee negotiated with the plan sponsor. The education and investment advice is focused on helping participants determine if they are saving enough to meet their retirement investment goals and helping them understand the allocation of their 401(k) investments among available options.

Account custodian may charge fees, which are in addition to and separate from advisory fees, such as transaction, retirement plan and administration fees. Mutual funds have annual expenses and may assess other fees, which are described in each fund's prospectus. Advisory clients should note that fees for comparable services vary and lower or higher fees for comparable services may be available from other sources.

We are typically compensated for investment management services based on the amount of client assets under management or a fixed negotiated fee. Fees are paid quarterly in arrears and are due on the first day of each calendar quarter, based on the account's asset value as of the last business day of the prior calendar quarter. Fees are prorated for accounts opened during the quarter. We primarily deduct fees directly from client accounts. Clients may request to be invoiced and pay fees from sources other than assets under management.

All clients have the option to terminate any or all services at any time without penalty.

### *Financial Planning and Consulting Fees*

We charge an hourly fee for financial planning and consulting services. Fees are based on the complexity of the required financial plan and the range of services provided. Clients who select planning or consulting services are billed at the rate of \$175 per hour.

If a client requests a written financial plan, we typically complete and deliver a written financial plan within six months or less.

Hourly fees are due and payable upon completion of the plan or services.

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

RIM does not charge or receive, directly or indirectly, any performance-based fees.

### **Item 7 – Types of Clients**

We provide advisory services to:

- Individuals
- High net worth individuals (someone who individually or jointly with a spouse has more than \$750,000 managed by us, or a net worth of \$1,500,000 excluding the value of their primary residence).
- Nonprofit organizations, including charitable, social welfare, agricultural/horticultural, labor, business leagues, trade associations, and entities that operate for religious, artistic, charitable, scientific, educational, and public safety purposes.
- Business entities, including corporations
- Pension and profit sharing plans and participants

### *Account Minimums*

We do not impose a minimum account requirement on clients.

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

RIM has discretion to select the types of securities purchased and sold, and to employ various securities trading and investment techniques.

We may recommend one or a combination of assets and investment strategies as follows:

#### *Mutual and Exchange Traded Funds*

We primarily recommend index and passively managed mutual funds and Exchange Traded Funds (“ETFs”) when designing client portfolios. We select funds and ETFs based on how closely the funds’ characteristics reflect the asset class they represent, diversification and cost.

The primary method of analysis consists of reviewing past results compared to what was available in domestic and international capital markets as represented in published indices.

Our primary investment strategy consists of allocating funds among several diversified financial asset portfolios designed to replicate specific markets/asset classes at lowest overall cost to meet specific, well-understood risk objectives. Important to this strategy is the periodic measurement of results to ensure these objectives are being achieved.

The primary source of information consists of published data on returns from various indices that represent various domestic and international capital markets. Other sources of information include specific results of active investment managers and data from public and proprietary databases.

Clients are advised that investing in securities involves the risk of loss of the entire principal amount invested including any gains, and that they should not invest unless they are able to bear these losses. We work with our clients to structure a portfolio that bears a level of risk that is understood and consistent with established goals and objectives.

### **Item 8.A – Frequent Trading of Securities**

RIM is not involved in the frequent trading of securities.

### **Item 8.B – Material Risks of Particular Securities**

RIM invests primarily in mutual funds and ETF's that are well diversified and own assets that are traded in well-functioning capital markets. Assets held within a particular mutual fund may include any of the following securities that have significant risk of price volatility:

**Small and Micro-cap equity securities** (shares in companies that have a market capitalization of less than \$500 million) – these are stocks in companies that tend to have smaller market capitalization. Share prices can be extremely volatile and are prone to great fluctuations. This is primarily because of their smaller capitalization which can allow stock prices to be more easily influenced by a small number of large trades. This potential volatility presents a material risk for investors who could quickly lose a large part of their investments during a brief market downturn.

**Municipal securities** – these securities are backed by either the full faith and credit of the issuer or by revenue generated by a specific project (like a toll road or parking garage) for which the securities were issued. The latter type of securities could quickly lose value or even become virtually worthless if the expected project revenue does not meet expectations.

**High-Yield Corporate Debt Securities** –these bonds are typically issued by corporations that have lower credit ratings. Because of these lower ratings, corporate issuers must offer higher rates of return to attract investors. The issuing corporations may not be as financially solvent as other issuers with higher credit ratings so bondholders assume a greater risk that an issuer may default on its repayment obligations causing investors to lose some or all of their investments. In addition, if the issuer suffers financial setbacks the bonds may suffer dramatic losses in value in the secondary markets causing investors to be unable to sell the bonds without sustaining substantial financial losses.

**Real Estate Investment Trusts (“REITs”)** – a REIT is a tax designation for a corporation investing in real estate that reduces or eliminates corporate income taxes and is required to distribute 90% of their income to investors. As a result of the special tax considerations, REITs typically offer investors high yields. Individuals can invest by purchasing shares directly on an open exchange or by investing in a mutual fund that specializes in public real estate, so REITs can be highly liquid.

REIT investing is not without risk. Real estate construction projects have a long timeline which can result in overbuilding of types of properties owned by REITs. Higher interest rates may increase borrowing costs for construction, financing of the purchase of REIT owned properties and operating costs for existing REIT owned business properties. Any of these events may cause a substantial decline in the value of REIT investments.

Clients should consult us if they have questions concerning the basic characteristics of these or other investment products or about the risks and potential rewards of investing.

## **Item 9 – Disciplinary Information**

RIM and our management personnel do not have any disciplinary information to disclose.

### **Item 9.A – Criminal or Civil Actions**

Neither RIM nor any management person has been found guilty of or has any criminal or civil actions pending in a domestic, foreign or military court.

### **Item 9.B – Administrative Proceedings**

Neither RIM nor any management person has any administrative proceedings pending before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.

### **Item 9.C – Self-Regulatory Organization (“SRO”) Proceedings**

Neither RIM nor any management person has been found by any SRO to have caused an investment-related business to lose its authorization to do business, or to have been involved in a violation of the SRO’s rules, or was barred or suspended from membership or from association with other members, or was expelled from membership, otherwise significantly limited from investment-related activities, or fined more than \$2,500.

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

### **Item 10.A – Broker-Dealer Registration**

#### ***Broker-Dealer***

Neither RIM nor its management persons is or owns a securities broker-dealer registered with the Securities and Exchange Commission (“SEC”), a member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protector Corporation (“SIPC”) or has an application for registration pending. No associated person of RIM is a registered representative of a broker-dealer.

### **Item 10.B – Futures Commission Merchant/Commodities**

#### ***Commodity Broker***

Neither RIM nor any of its management persons is a commodity broker/futures commission merchant, a commodity pool operator, commodity trading advisor or an associated person for the foregoing entities or has an application for registration pending.

### **Item 10.C – Relationships with Related Persons**

Neither RIM nor any of its management persons have any material relationships with related persons that create a material conflict of interest with clients.

#### ***Pension Consultant***

RIM acts as a consultant to public and private entities concerning their pension and profit sharing plans and may offer educational advice to participants.



## **Item 10.D – Relationships with Other Advisors**

Neither RIM nor any of its management persons have any other material relationships or conflicts of interest with any related financial industry participants other than those discussed above.

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

### **Item 11.A – Code of Ethics**

RIM has adopted a Code of Ethics that sets forth standards of conduct expected of advisory personnel and to address conflicts that arise from personal trading by advisory personnel. Our personnel are obligated to adhere to the Code of Ethics, and applicable securities and other laws.

The Code covers a range of topics that may include: general ethical principles, reporting personal securities trading, exceptions to reporting securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code, review and enforcement processes, amendments to Form ADV and supervisory procedures. We will provide a copy of the Code to any client or prospective client upon request.

### **Item 11.B – Participation or Interest in Client Transactions**

#### *Principal Trading*

Neither RIM nor any affiliated broker-dealer effects securities transactions as principal with RIM clients.

#### *Personal Trading of Associates Affiliated with a Brokerage Firm*

No associate of RIM is affiliated with a brokerage firm.

#### *Agency-Cross Transactions*

Neither RIM nor any associated person recommends to clients, or buys or sells for client accounts, securities in which RIM or an associated person has a material financial interest. Neither RIM nor any associated person acting as a principal, buys securities from (or sells securities to) clients, acts as general partner in a partnership in which we solicit client investments, or acts as an investment advisor to an investment company that we recommend to clients.

### **Item 11.C – Personal Trading by Associated Persons**

Associated persons of RIM may buy or sell for their own accounts the same securities that are purchased or sold in the accounts of our clients. These securities include no-load mutual funds designed to provide cost-effective diversification within particular markets or asset classes. All mutual fund transactions are at Net Asset Value (NAV) and are under the same terms and conditions that are available for client transactions. Any transaction in securities other than mutual funds will consist of securities traded in well-functioning, liquid markets, and only at the same terms and conditions that are available to clients.

Associated persons seek to ensure that they do not personally benefit from the short-term market effects of their recommendations to clients and we regularly monitor their personal transactions. Associated persons are aware of the rules regarding material non-public information and insider trading. Associated persons may also buy or sell specific securities for their accounts based on personal investment considerations that we may not deem appropriate for clients.

## **Item 11.D – Conflicts of Interest with Personal Trading by Associated Persons**

See Item 11.C above.

## **Item 12 – Brokerage Practices**

### **Item 12.A – Factors in Selecting or Recommending Broker-Dealers**

RIM makes custodial recommendations that are based on our perception of the breadth of services offered and quality of execution. However, the client may pay commissions or fees that are higher or lower than those that may be obtained elsewhere for similar services.

We recommend that clients establish accounts with either the institutional division of Charles Schwab & Co., Inc. ("Schwab") or TD Ameritrade Institutional ("TDA"), FINRA-registered broker-dealers and SIPC members, to maintain custody of clients' assets and to effect trades for their accounts.

Although we may recommend that clients establish accounts at Schwab or TDA, it is the client's decision to custody assets with either Schwab or TDA. RIM is independently owned and operated and not affiliated with Schwab or TDA. Schwab and TDA provide us with access to their institutional trading and custody services, which are typically not available to their retail investors.

These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them, as long as at least \$10 million of an advisor's clients' assets are maintained in accounts at Schwab or TDA, and are not otherwise contingent upon an advisor committing to any specific amount of business (assets in custody or trading). Brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum investment.

Schwab and TDA do not charge separately for client accounts maintained in their custody, but are compensated by account holders through commissions or other transaction-related fees for securities trades. The majority of trades are in Mutual Funds and ETF's, for which there are no transaction costs. RIM's trading is generally web-based batch trading which results in lower commissions and access to less expensive fund share classes. We do not participate in any soft-dollar trading activity.

Stock trading is limited. Fixed Income Investments in most cases do not incur transaction fees and are generally limited to Treasury Bills, Notes, and Bonds.

Schwab and TDA also make available other products and services that benefit us, but may not directly benefit our clients' accounts. Many of these products and services are used to assist in managing and administering clients' accounts such as software and other technology which provides access to client account data, facilitates trade execution, provides research, pricing information and other market data, facilitates payment of fees from clients' accounts, and assists with back-office functions. These are used to service all of our accounts, including those not maintained at Schwab or TDA.

For certain retirement plan clients, we recommend establishing custodial accounts with TD Ameritrade Trust Company.

TD Ameritrade Trust Company (TDATC) is a wholly-owned subsidiary of TD Ameritrade Holding Company, which is itself a public-traded and audited firm with headquarters in Omaha, Nebraska.

TDATC is a state-chartered, non-depository trust company regulated by the Maine Division of Banking. TDATC provides custodial and directed trustee services exclusively for corporate and non-profit retirement accounts. Trading is effected

at the plan level from trade instructions transmitted by the plans' record-keepers. TDATC also facilitates disbursements from the plan and provides any 1099R tax reporting related to those disbursements.

TDATC is not a member of FINRA/SIPC. TDATC does not provide investment advice or provide any other advisory services. TDATC and its parent company maintain effective internal controls through their formal Internal Control Assessment Program.

For certain clients, RIM has established relationships with other broker-dealers so securities may be purchased through them and then delivered to the clients' custodial accounts. This relationship provides information that helps ensure best execution on the clients' behalf.

Clients are advised that they are under no obligation to act on our recommendations.

#### *Brokerage Recommendations by Persons Associated with Other BD/IAs*

RIM does not select broker-dealers for client transactions. We may recommend broker-dealers but clients are free to accept or reject such recommendations.

### **Item 12.A1 – Research and Other Soft Dollar Benefits**

The term "soft dollars" refers to funds which are generated by client trades being used to pay for products and services such as research and enhanced brokerage services that may be received from or through the broker-dealers that are engaged to perform securities transactions. We do not receive soft dollars generated by securities transactions of our clients.

### **Item 12.A2 – Brokerage for Client Referrals**

We do not refer clients to particular broker-dealers in exchange for client referrals from those broker-dealers.

### **Item 12.A3 – Directed Brokerage**

We do not require that clients direct their brokerage business to any particular broker-dealer.

### **Item 12.B – Trade Aggregation**

We do not aggregate the purchase or sale of securities for various client accounts.

## **Item 13 – Review of Accounts**

We review client accounts no less than quarterly. Accounts are rebalanced to reflect previously established long-term commitments to various asset classes. Reviews may also be triggered by changes in an account holder's personal or financial status.

Approximately 2,300 accounts are reviewed by us, and values are reported to clients quarterly. The reports include asset allocation, market values and performance. Additionally, reports include a summary of market conditions and a newsletter covering broad investment topics of interest to our clients.

Statements are generated no less than quarterly by our custodians and are sent directly to our clients. These reports list the account positions, activity over the covered period and other related information. The custodians also send confirmations following each account transaction unless confirmations have been waived.

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

RIM does not have an arrangement under which it or its related persons compensate others for client referrals.

We don't receive any economic benefit from anyone who is not a client for providing advisory services to clients. This includes sales awards or prizes.

## **Item 15 – Custody**

RIM doesn't accept custody of client funds or securities. Client assets are held by qualified custodians.

## **Item 16 – Investment Discretion**

RIM has discretion over the selection and amount of securities to be bought or sold without obtaining specific client consent. We do not have discretion over the selection of the broker to be used or the commission rates to be paid.

## **Item 17 – Voting Client Securities**

We do not accept authority to vote proxies on behalf of clients as a matter of policy. Clients will receive their proxy information directly from their custodian or a transfer agent.

Clients may contact us with questions about a particular solicitation by telephone at (315) 671-0588 or e-mail at [info@rockbridgeinvest.com](mailto:info@rockbridgeinvest.com)

## **Item 18 – Financial Information**

We do not require prepayment of advisory fees so no audited balance sheet is being provided.

**Form ADV Part 2B  
Firm Brochure Supplement**

**Craig A. Buckhout**

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This brochure supplement provides information about Craig Buckhout that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

## Item 2 – Educational Background and Business Experience

Craig A. Buckhout was born in 1957. He received a Bachelor of Science degree in Agriculture Economics from Cornell University in 1979 and a Masters of Business Administration degree from the Johnson Graduate School of Management of Cornell University in 1980.

Craig has earned and maintains the following professional designation with the listed minimum qualification requirements:

### *Chartered Financial Analyst®*

The Chartered Financial Analyst (CFA) charter is a globally recognized graduate-level investment credential. Earning the charter demonstrates a professional's commitment to ethics and expertise. An investor who works with a CFA charter holder is partnering with a professional with unparalleled expertise, integrity, and adaptability in the financial sector.

The CFA charter is a rigorous test of a candidate's analytical abilities and ethics knowledge. More than 100,000 people globally sit for the exam each year; on average, less than 20% testing receive a CFA charter. To be eligible for the charter, a candidate must pass three consecutive annual examinations, involving approximately 1,000 hours of research relating to:

- Ethical and professional standards in finance
- Investment analysis
- Economic theory and analysis
- Financial statement reporting and analysis Asset valuation, including derivatives, fixed income, and equities
- Portfolio management

In addition to the annual examinations, candidates must meet additional education and experience requirements, and attest annually to the CFA Institute Code of Ethics and Standards of Professional Conduct. The Code of Ethics maintains that a CFA charter holder must:

- Place the integrity of the profession and the interest of clients above their own interests
- Act with integrity, competence, and respect
- Maintain and develop professional competence

Working with an investment advisor who has earned the CFA charter means that you can trust that the advice you receive is objective, based on a foundation of research and facts, and that recommendations are based on your best interests. To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org)

### **Business Experience**

Employment History	Dates
Rockbridge Investment Management, LLC, Principal	1997-present
Agri-Invest, Manager	1997-present
Disciplined Capital Management, LLC, Manager	2015-present
RJR Associates, Investment Advisor	2014-present
RJR Associates, Director	2004-2009

**Item 3 – Disciplinary Information**

Mr. Buckhout does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Mr. Buckhout also serves as an Investment Advisor for Disciplined Capital Management, LLC.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Mr. Buckhout is a Principal of the Advisor.

**Form ADV Part 2B  
Firm Brochure Supplement**

**Anthony R. Farella**

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March 24, 2017



## **Item 2 – Educational Background and Business Experience**

Anthony R. Farella was born in 1967. He received a Bachelor of Arts degree in Economics from Syracuse University in 1993.

He has earned and maintains the following professional designation with the minimum qualification requirements listed below:

### **Certified Financial Planner™ (CFP®) Year earned-2005**

To earn the certification recipients must meet the following requirements:

#### **Coursework**

Complete courses that cover integrated financial planning topics such as:

- General principles of financial planning
- Insurance planning and risk management
- Employee benefits planning
- Investment planning
- Income tax planning
- Retirement planning
- Estate planning

#### **Bachelor's Degree**

In addition to completing the course-work a Bachelor's Degree (or its equivalent) or an advanced degree so long as it is from an accredited college or university. The Bachelor's Degree is a requirement for certification but is not a requirement to be eligible to take the examination.

#### **Work Experience**

Applicants must supervise, directly support, teach or personally deliver all or part of the personal financial planning process to a client. Qualifying experience must fit within one or more of the six primary elements of the personal financial planning process described below:

- Establishing and Defining the Relationship with the Client – This includes explaining the issues and concepts related to the personal financial planning process, and clearly specifying the services the individual or firm will provide and the associated responsibilities.
- Gathering Client Data Including Goals – This includes interviewing or questioning the client about various aspects of their financial resources, obligations and expectations. It also involves helping to determine the client's goals, needs and priorities, assessing the client's values and attitudes and determining time horizons and risk tolerance.
- Analyzing and Evaluating the Client's Financial Status – This involves analyzing and evaluating client data such as current cash flow needs, risk management, investments, taxes, retirement, employee benefits, estate planning, and special needs.
- Developing and Presenting Financial Planning Recommendations and/or Alternatives – This process includes presenting and reviewing recommendations, working to ensure that the plan meets the goals and expectations of the client, and revising the recommendations as necessary.
- Implementing the Financial Planning Recommendations – This involves helping the client put the financial planning recommendations into action and may include coordinating with other professionals, such as accountants, attorneys, real estate agents, stockbrokers and insurance agents.

- **Monitoring the Financial Planning Recommendations** – This involves discussing with the client any changes in their personal circumstances, evaluating changing tax laws, and making recommendations based on new or changing conditions.

Applicants have five years from the date they pass the examination to satisfy the Bachelor's Degree and work experience requirements.

### **Standards of Professional Conduct**

Applicants are required to meet the CFP Board's *Candidate Fitness Standards*, which describe conduct that: 1) is unacceptable and will always bar an individual from becoming certified; or 2) is presumed to be unacceptable and will bar an individual from becoming certified unless the individual successfully petitions the CFP Board.

Before being authorized to use the CFP® certification marks, applicants and holders of the certificate must disclose any criminal, civil, self-regulatory organization or governmental agency inquiry, investigation or proceeding involvement. Applicants and holders must also acknowledge the right of the CFP Board to enforce its *Standards of Professional Conduct*.

### **Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Principal	2008-present
RJR Associates, Financial Advisor	2004-2009

### **Item 3 – Disciplinary Information**

Mr. Farella does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

### **Item 4 – Other Business Activities**

Mr. Farella is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

### **Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

### **Item 6 – Supervision**

Mr. Farella is a Principal of the Advisor.

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**Claire E. Ariglio**

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This brochure supplement provides information about Claire Ariglio that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact her at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

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

Claire E. Ariglio was born in 1992. She received a Bachelor of Science degree in Business Administration and Management from Elmira College in 2014 and a Bachelor of Science degree in Economics from Elmira College in 2014.

**Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2015-present
Oneida Wealth Management Inc., Operations Administrator	2014-2015

**Item 3 – Disciplinary Information**

Ms. Ariglio does not have any legal or disciplinary events to disclose. She is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Ms. Ariglio is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Ms. Ariglio is supervised by Craig Buckhout, Principal. Clients may contact Mr. Buckhout at (315) 671-0588.

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**Edward J. Barno**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about Edward Barno that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

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

Edward J. Barno was born in 1955. He received a Bachelor of Science degree from Clarkson University in 1977, and a Masters of Business Administration from Syracuse University in 1991. He is a Certified Public Accountant, licensed in New York State.

**Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2015-present
Salt City Financial Planning and Wealth Management, LLC	2011-2015
Invest Financial Corporation	2010-2011
Unemployed	2005-2010
Senior Select, LLC	2002-2004
Self Employed Business Consultant	2001-2002

**Item 3 – Disciplinary Information**

Mr. Barno does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Mr. Barno is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Mr. Barno is a member of the Advisor and as such does not have a supervisor.

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**David M. Carroll**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about David Carroll that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

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

David M. Carroll was born in 1990. He received a Bachelor of Science degree in Finance from LeMoyne College in 2013.

**Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2014-present
Wells Fargo Advisors, Financial Advisor	2013-2014
Morgan Stanley Wealth Management, Financial Advisor	2013
Mutual of Omaha/Mutual of Omaha Investor Services, Registered Representative	2010-2013

**Item 3 – Disciplinary Information**

Mr. Carroll does not have any legal or disciplinary events to disclose. is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Mr. Carroll is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Mr. Carroll is supervised by Craig Buckhout, Principal. Clients may contact Mr. Buckhout at (315) 671-0588.



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**Patrick E. Rohe**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about Patrick Rohe that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

## **Item 2 – Educational Background and Business Experience**

Patrick E. Rohe was born in 1986. He received a Bachelor of Science degree in Applied Economics and Management from Cornell University in 2008 and a Bachelor of Science in Animal Science from Cornell University 2008.

He has earned and maintains the following professional designation with the listed minimum qualification requirements:

### **Certified Financial Planner™ (CFP®) Year earned-2012**

To earn the certification recipients must meet the following requirements:

#### **Coursework**

Complete courses that cover integrated financial planning topics such as:

- General principles of financial planning
- Insurance planning and risk management
- Employee benefits planning
- Investment planning
- Income tax planning
- Retirement planning
- Estate planning

#### **Bachelor's Degree**

In addition to completing the course-work a Bachelor's Degree (or its equivalent) or an advanced degree so long as it is from an accredited college or university. The Bachelor's Degree is a requirement for certification but is not a requirement to be eligible to take the examination.

#### **Work Experience**

Applicants must supervise, directly support, teach or personally deliver all or part of the personal financial planning process to a client. Qualifying experience must fit within one or more of the six primary elements of the personal financial planning process described below:

- Establishing and Defining the Relationship with the Client – This includes explaining the issues and concepts related to the personal financial planning process, and clearly specifying the services the individual or firm will provide and the associated responsibilities.
- Gathering Client Data Including Goals – This includes interviewing or questioning the client about various aspects of their financial resources, obligations and expectations. It also involves helping to determine the client's goals, needs and priorities, assessing the client's values and attitudes and determining time horizons and risk tolerance.
- Analyzing and Evaluating the Client's Financial Status – This involves analyzing and evaluating client data such as current cash flow needs, risk management, investments, taxes, retirement, employee benefits, estate planning, and special needs.
- Developing and Presenting Financial Planning Recommendations and/or Alternatives – This process includes presenting and reviewing recommendations, working to ensure that the plan meets the goals and expectations of the client, and revising the recommendations as necessary.
- Implementing the Financial Planning Recommendations – This involves helping the client put the financial planning recommendations into action and may include coordinating with other professionals, such as accountants, attorneys, real estate agents, stockbrokers and insurance agents.

- **Monitoring the Financial Planning Recommendations** – This involves discussing with the client any changes in their personal circumstances, evaluating changing tax laws, and making recommendations based on new or changing conditions.

Applicants have five years from the date they pass the examination to satisfy the Bachelor's Degree and work experience requirements.

### **Standards of Professional Conduct**

Applicants are required to meet the CFP Board's *Candidate Fitness Standards*, which describe conduct that: 1) is unacceptable and will always bar an individual from becoming certified; or 2) is presumed to be unacceptable and will bar an individual from becoming certified unless the individual successfully petitions the CFP Board.

Before being authorized to use the CFP® certification marks, applicants and holders of the certificate must disclose any criminal, civil, self-regulatory organization or governmental agency inquiry, investigation or proceeding involvement. Applicants and holders must also acknowledge the right of the CFP Board to enforce its *Standards of Professional Conduct*.

### **Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2009-present
Wells Fargo Advisors, Financial Advisor	2008-2009
No professional business experience prior to 2008	

### **Item 3 – Disciplinary Information**

Mr. Rohe does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

### **Item 4 – Other Business Activities**

Mr. Rohe is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

### **Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

### **Item 6 – Supervision**

Mr. Rohe is a member of the Advisor and as such does not have a supervisor.

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**Robert J Ryan, Jr.**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about Robert Ryan that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

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

Robert J. Ryan, Jr. was born in 1944. He received a Bachelor of Science degree in Mechanical Engineering from the University of Vermont in 1966 and a Masters of Business Administration with distinction from the Johnson Graduate School of Management of Cornell University in 1971. In addition, he received a Ph.D. degree in Finance from Syracuse University in 1989.

**Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Chief Investment Officer	2014-present
Disciplined Capital Management, LLC, Member	2015-present
RJR Associates, Inc., Principal	2005-present
Disciplined Capital Management, President	1991-2008

**Item 3 – Disciplinary Information**

Mr. Ryan does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Mr. Ryan is the owner of RJR Associates, Inc. and Member of Disciplined Capital Management, a registered investment advisory firm that provides investment supervisory services that include among other things, advice regarding asset allocation and the selection of investments as well as portfolio design, investment plan implementation and ongoing investment monitoring. Mr. Ryan also owns 50% of Coppice Asset Management, a registered investment advisor.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Mr. Ryan is supervised by Craig Buckhout, Principal. Clients may contact Mr. Buckhout at (315) 671-0588.

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Firm Brochure Supplement**

**Richard A. Schlote**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about Richard Schlote that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

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

Richard A. Schlote was born in 1940. He graduated from SUNY Cobleskill with an AAS in Accounting in 1965, and from SUNY Albany (now Albany University) with a Bachelor of Science degree in Business Administration (with an emphasis in Accounting), in 1967.

**Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2009-present
RJR Associates, Financial Advisor	2004-2009

**Item 3 – Disciplinary Information**

Mr. Schlote does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Mr. Schlote is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Mr. Schlote is supervised by Craig Buckhout, Principal. Clients may contact Mr. Buckhout at (315) 671-0588.

**Form ADV Part 2B  
Firm Brochure Supplement**

**Kevin R. Sullivan**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about Kevin Sullivan that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017



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

Kevin R. Sullivan was born in 1966. He received a Bachelor of Science degree in Interdisciplinary Studies from St. John Fisher College in 1989.

**Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2016-present
Solvay Bank Trust & Investment Services, Senior Trust Officer	2009-2016
Alliance Bank Investment Management, Vice President	2005-2009
Fleet Private Clients Group, Vice President	1998-2005
Key Bank of New York, Assistant Vice President	1992-1998

**Item 3 – Disciplinary Information**

Mr. Sullivan does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

**Item 4 – Other Business Activities**

Mr. Sullivan is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

**Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

**Item 6 – Supervision**

Mr. Sullivan is supervised by Craig Buckhout, Principal. Clients may contact Mr. Buckhout at (315) 671-0588.

**Form ADV Part 2B  
Firm Brochure Supplement**

**Geoffrey A. Wells, II**

**Rockbridge Investment Management, LLC  
220 South Warren Street, 9<sup>th</sup> Floor  
Syracuse, NY 13202  
(315) 671-0588  
[www.rockbridgeinvest.com](http://www.rockbridgeinvest.com)**

This brochure supplement provides information about Geoffrey Wells that supplements the Rockbridge Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact him at 315.671.0588 if you did not receive Rockbridge Investment Management's brochure or if you have any questions about the contents of this supplement.

March 24, 2017

## **Item 2 – Educational Background and Business Experience**

Geoffrey A. Wells, II was born in 1982. He received a Bachelor of Science degree in Mechanical Engineering from University at Buffalo in 2005, a Masters of Business Administration degree from the Indiana University in 2008 and a Masters of Science degree in Finance from Indiana University in 2009.

### **Certified Financial Planner™ (CFP®) Year earned-2014**

To earn the certification recipients must meet the following requirements:

#### **Coursework**

Complete courses that cover integrated financial planning topics such as:

- General principles of financial planning
- Insurance planning and risk management
- Employee benefits planning
- Investment planning
- Income tax planning
- Retirement planning
- Estate planning

#### **Bachelor's Degree**

In addition to completing the course-work a Bachelor's Degree (or its equivalent) or an advanced degree so long as it is from an accredited college or university. The Bachelor's Degree is a requirement for certification but is not a requirement to be eligible to take the examination.

#### **Work Experience**

Applicants must supervise, directly support, teach or personally deliver all or part of the personal financial planning process to a client. Qualifying experience must fit within one or more of the six primary elements of the personal financial planning process described below:

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- Analyzing and Evaluating the Client's Financial Status – This involves analyzing and evaluating client data such as current cash flow needs, risk management, investments, taxes, retirement, employee benefits, estate planning, and special needs.
- Developing and Presenting Financial Planning Recommendations and/or Alternatives – This process includes presenting and reviewing recommendations, working to ensure that the plan meets the goals and expectations of the client, and revising the recommendations as necessary.
- Implementing the Financial Planning Recommendations – This involves helping the client put the financial planning recommendations into action and may include coordinating with other professionals, such as accountants, attorneys, real estate agents, stockbrokers and insurance agents.

- **Monitoring the Financial Planning Recommendations** – This involves discussing with the client any changes in their personal circumstances, evaluating changing tax laws, and making recommendations based on new or changing conditions.

Applicants have five years from the date they pass the examination to satisfy the Bachelor's Degree and work experience requirements.

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### **Business Experience**

<b>Employment History</b>	<b>Dates</b>
Rockbridge Investment Management, LLC, Financial Advisor	2012-present
Populace Financial, LLC, Principal/Financial Advisor	2011
L-3 Communications, Sr. Financial Analyst	2009-2012
Sikorsky Aircraft, Financial Analyst and Engineer	2005-2009

### **Item 3 – Disciplinary Information**

Mr. Wells does not have any legal or disciplinary events to disclose. He is not the subject of any pending legal, disciplinary or administrative proceedings.

### **Item 4 – Other Business Activities**

Mr. Wells is not involved in any other business activity or occupation that involves a substantial amount of time or pay.

### **Item 5 – Additional Compensation**

Please refer to Item 4 - Other Business Activities above.

### **Item 6 – Supervision**

Mr. Wells is a member of the Advisor and as such does not have a supervisor.