



Dale Buckner, Inc.

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December 31, 2016

This Brochure provides information about the qualifications and business practices of **DALE BUCKNER, INC. dba DALE BUCKNER & ASSET PLANNING GROUP (DBI)**. If you have any questions about the contents of this Brochure, please contact us at **806-358-7977** or [dale@dalebuckner.com](mailto:dale@dalebuckner.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. This Brochure should be delivered to the client within at least 48 hours prior to the client entering into an advisory agreement; or at the same time of entering the contract. If not, then the client has the right to terminate the contract without penalty within five business days without entering into the contract.

**DALE BUCKNER, INC. dba DALE BUCKNER & ASSET PLANNING GROUP (DBI)** is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about DALE BUCKNER, INC. dba DALE BUCKNER & ASSET PLANNING GROUP (DBI) also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Material Changes

This brochure is dated December 31, 2016. The date of the last brochure was May 27, 2016. Since May 27, 2016, this brochure amends the following items:

- Discontinued Portfolio Strategies, Inc. (PSI)

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting DALE BUCKNER, President, by telephone: 806-358-7977 or by email: [dale@dalebuckner.com](mailto:dale@dalebuckner.com). Our Brochure is also available on our web site [www.dalebuckner.com](http://www.dalebuckner.com); also free of charge.

Additional information about “DALE BUCKNER, INC. dba DALE BUCKNER & ASSET PLANNING GROUP (DBI)” is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with Dale Buckner, Inc. dba DALE BUCKNER & ASSET PLANNING GROUP (DBI) who are registered, or are required to be registered, as investment adviser representatives of DALE BUCKNER, INC. dba DALE BUCKNER & ASSET PLANNING GROUP (DBI)

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## **Item 4 – Advisory Business**

Dale Buckner, Inc. dba Dale Buckner & Asset Planning Group (DBI) was established August 2, 1991. The principal of DBI is Dale E. Buckner. Dale Buckner is the President, Chairman of the Board and the sole shareholder of DBI. He earned a Master of Business Administration in Peru March 6, 1974, earned a Certified Financial Planner® designation on May 15, 1997, and an Accredited Investment Fiduciary® on May 1, 2013. He has been a Registered Representative and Registered Principal with United Planners Financial Services (UPFS) in Scottsdale, Arizona since October 28, 1998. The total Regulatory Assets Under Management as of December 31, 2016 are approximately valued at \$101,592,867.04. The approximate amount of Regulatory Assets Under Management charged a fee are \$96,660,305.57. The assets managed on a non-discretionary basis are valued at approximately \$81,857,999.08. The assets managed on a discretionary basis, including Third Party Money Managers, are valued at \$19,734,867.96. DBI tailors individual advisory services to meet the needs of the individual client. Clients may impose restrictions on investing in certain types of securities.

### **Financial Planning**

DBI offers services to clients primarily in the role of a financial planner in which detailed analytical work is prepared for the client encompassing all areas of tax, investments, real estate, insurance and retirement planning. In the course of preparing the Client's plan, other individuals may be consulted. These may include accountants, attorneys, trust officers, pension and insurance consultants. The efforts of everyone involved are coordinated into a "teach" approach to achieve the maximum benefit for the Client. In addition, computer software programs allow the planner and Client to analyze projections and coordinate all investment and income data into a comprehensive total program that instantly portrays the impact of any changes.

### **Hourly Engagements**

DBI offers hourly services to clients primarily with a recommendation regarding their retirement accounts outside the firm.

### **DBI Asset Management**

DBI manages client assets under continuous and regular supervision for a fee.

DBI will provide financial advisory services for variable annuities (hereinafter the "The Variable Annuity Advisory Program"). DBI has discretion to allocate variable annuities within the lifestyle asset allocations available inside the client's annuity. At no time will DBI invest less than 15% or more than 85% into a balanced portfolio of stocks. The other percentage is invested in a balanced portfolio of fixed income. DBI will use calendar effects theory, five-year recession theory, and other economic theories to determine what allocation is appropriate.

## **Third Party Money Managers**

Managed accounts are managed by Third Party Money Managers. These are, at present, American Financial Management, Ltd (AFM), CLS Investment Services, LL. (CLS).

### **American Financial Management, Ltd ("AFM")**

American Financial Management, Ltd. ("AFM") provides Asset Allocation/ Risk Management Services on a discretionary basis. The service consists of a mutual fund/variable contract sub-account conversion management service using mutual fund/variable contract sub-accounts of the client's choice in consultation with the client's personal investment advisor representative. At the time of entering into the investment agreement the client designates the mutual fund/variable contract group/company for Asset Allocation/Risk Management Services. AFM provides investment services concerning the exchange between mutual fund/variable contract sub-accounts. AFM neither recommends the mutual fund/variable contract group/company or the particular investments involved, nor the sale or redemption of any mutual fund/variable contract shares/units, other than for conversion or fee liquidation as authorized by the investor. AFM offers 6 different strategies for their Asset Allocation/Risk Management Services. These strategies may also be utilized for a 401(k) platform. There are no minimum dollars requirements for these accounts.

AFM does not participate in a wrap fee program.

### **CLS Investments, LLC ("CLS")**

CLS Investments, LLC ("CLS") offers an investment service which provides continuous discretionary investment advice based on each individual clients objectives and needs utilizing various security products. This includes mutual funds, variable annuities, exchange traded funds, bonds, equities and/or other securities in association with the investment service selected by the client. CLS does not serve as the custodian for the clients managed assets. Fees are charged as stated with the client agreement of TD Ameritrade, DBI's custodian.

CLS does participate in a wrap fee program. These programs are for certain strategies. (See Wrap Fee Brochure for details)

## **Item 5 – Fees and Compensation**

### **Financial Planning Fees**

The client will compensate DBI for services provided to produce a Financial Plan and Investment Policy Statement at the time of delivery.

### **Hourly Engagement Fees**

The client will pay an advisory fee per hour or an annual/quarterly advisory fee for the Hourly Engagement Services at the time of services.

### **DBI Asset Management Fees**

#### **TD Ameritrade Program Fees**

DBI's asset management fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus.

Such charges, fees and commissions are exclusive of and in addition to DBI's fee, and DBI shall not receive any portion of these commissions, fees, and costs.

Managed accounts with DBI have a minimum account size of \$25,000. A quarterly invoice of billed clients will be generated by DBI, which is in addition to the monthly account statements. The invoice reflects the value of the Regulatory Assets Under Management multiplied by the appropriate fee percentage, which yields the approximate fee.

DBI's fee schedule is as follows:

#### **ASSET MANAGEMENT FEE**

<u>Values</u>	<u>TD Ameritrade Managed by DBI</u>
\$25,000 to \$99,999	1.5%
\$100,000 to \$500,000	1.0%
\$100,000 to \$249,999	
\$250,000 to \$499,999	
\$500,000 and above	
\$500,000 to \$999,99	.75%
\$1,000,000 to \$2,499,999	.60%
\$2,500,000 to \$4,999,999	.50%
\$5,000,000 and above	.45%

If total value of assets held by any client and their spouse is more than \$100,000.00 in all accounts, DBI will bill clients starting at 1% on all accounts.

DBI will waive charges on Money Market and Cash held in a client's account.

DBI does not bill a management fee for non-traded assets held in the client's accounts; such as, but not limited to, non-traded REITS, Direct Participation Programs and/or Limited Partnerships.

These fees do not include transaction costs such as commissions or custody fees. Advisory fees are billed each calendar quarter, in advance. Fees are calculated by multiplying one-fourth of the indicated annual fee by the total dollar amount of the Regulatory Assets Under Management as of the last business day of the immediately completed quarter. If assets are deposited after the inception of the quarter, the fee chargeable with respect to such assets will not be charged until the next quarterly billing. For valuation purposes, the assets will be treated as if they were held in the account at the end of the quarter.

The specific manner in which fees are charged by DBI is established in a client's written agreement. Clients may also elect to be billed directly for fees or to authorize DBI to directly debit fees from client accounts. Management fees shall not be prorated for each capital contribution and withdrawal made during the applicable calendar quarter. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable. The client has the right to terminate an agreement without penalty within five business days after entering into the agreement.

Certain "load" mutual funds and unit investment trusts may be purchased or sold in the Client's T.D. Ameritrade account at Net Asset Value ("NAV") without a commission charged to the Client. Those particular mutual funds and unit investment trusts are hereinafter referred to as NAV funds. Any Rule 12b-1 or service fees paid by NAV funds will be retained by T.D. Ameritrade. T.D. Ameritrade charges no transaction fee on both No Load and Load Mutual Funds. T.D. Ameritrade's Mutual Fund Short-term redemption fee is 0.5% of principal - minimum \$24.00; maximum \$75.00 (Short-term redemptions are defined as redeeming shares held for 90 days or less. Certain funds may also charge a short-term redemption fee as stated in the prospectus. T.D. Ameritrade reserves the right to exempt certain funds from this fee including funds that allow short-term trading. DBI passes on these costs.

DBI effects securities transactions only through T.D. Ameritrade Institutional Services, DBI counts on the executions performed by T.D. Ameritrade Institutional Services to give our Clients acceptable execution. DBI does not "shop" multiple clearing houses for best execution. In addition, Client assets may be invested in mutual funds and exchanged traded funds. Clients should be aware that in addition to the investment advisory fees paid by the client in connection with DBI's investment management services, each investment company (mutual funds, ETF's, UIT's) also charges separate management fees and other expenses to shareholders.

#### Variable Annuity Advisory Program Fees

As a participant in the VA Advisory program, client will pay an annualized fee in addition to transaction charges in accordance with the Asset Management Fee schedule. The applicable fees referenced on said schedule include all fees and charges for the services of a Registered

Investment Advisor, except for sponsor company charges, IRA and Qualified Retirement Plan account termination fees, or contingent deferred sales charges.

The client will still be responsible for all fees explained in the prospectus provided at account inception.

The DBI fee will be payable quarterly in advance. Payments are due and will be assessed on the first day of each calendar quarter based on the value of the account on the last business day of the preceding quarter.

DBI will not bill for any Variable Annuity Contract that was issued less than three years from the first day of the calendar quarter. DBI will also not bill for any compensation received from the insurance company.

Due to the taxation of Variable Annuities ("VA") DBI will bill you directly.

DBI can negotiate this fee schedule:

ASSET MANAGEMENT FEE

<u>Values</u>	<u>Variable Annuities Managed by DBI</u>
\$25,000 to \$99,999	1.0%
\$100,000 to \$249,999	.75%
\$250,000 to \$499,999	.60%
\$500,000 and above	.50%

DBI receives 12b-1 fees on certain load mutual funds and trails on managed variable annuities. This fact is fully disclosed to the Client at the time of the sale. Occasionally these assets are managed by third party managers or wrap accounts that charge an additional management fee. All fees are fully disclosed at the time of purchase. The contract is deemed terminated after written instructions are received in our principal business office. Unearned fees are refunded pro-rata within 30 days of termination. Fees are negotiable for Advisory Clients. The fees for the first full quarter are non-refundable.

Item 12 further describes the factors that DBI considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

DBI's advisers are also associated with UPFS as a registered representative. UPFS is a registered broker-dealer and a member of the Financial Industry Regulatory Authority (FINRA). As a UPFS registered representative, DBI's advisers may offer clients the option to purchase securities and investment products distributed by that firm including, but not limited to, mutual funds, variable annuities, variable life insurance, stocks and bonds, and limited partnerships. If a client purchase or sells securities products through a DBI adviser in this capacity, then he will receive commissions and related compensation, such as mutual



fund service fees. Clients are under no obligation to purchase recommended securities or investment products through UPFS or DBI's advisers and may purchase such products through other unaffiliated brokers of their choice.

### **Third Party Money Manager Fees**

DBI offers managed accounts. The advisory account agreements will be made under a separate contract. The 2 Third Party Money Managers solicited by DBI are listed as follows and a summary of their compensation arrangements are disclosed:

#### **American Financial Management, Ltd ("AFM")**

Advisory Fees on annual fee schedules for the first year are based on the principal amount per contract invested. Subsequent year fees are based on the market value of the account 30 days prior to the anniversary date. Fees for additional amount invested shall be prorated for the remaining portion of the contractual year of deposit. In the event of termination by the investor, the first \$100.00 of the advisory fee is non-refundable. Other allocations are discussed in AFM's Form ADV in termination fees of the investor. Quarterly fees are billed on annual fees but at the rate of .25 of the annual rate at the beginning of each calendar quarter. Semi-Annual fees are billed on annual fees at the rate of .50 of the annual rate every six months.

The minimum dollar value for managing the Multi-fund Allocation Program is \$10,000. The Multi-fund Allocation Program maximum advisory fee is 2.50%, which is billed annually for the first \$250,000, 2.25% for the next \$250,000, 2.0% for the next \$250,000, 1.75% for the next \$250,000, and 1.0% for \$1,000,000 and over. Certain clients who were initially hired under a lower fee schedule are described in detail in the AFM Form ADV. All account minimums and fees are negotiable. All fees are disclosed in AFM's Form ADV before the client makes any investment decisions.

#### **CLS Investments, LLC ("CLS")**

CLS charges an advisory fee for their investment management services. Advisory fees are billed either in advance or in arrears, on a quarterly or annual basis is specified in the Advisory Agreement. These fees are based on the specific portfolio management service the client chooses. There are 3 strategies with no minimum account size and there are 26 different strategies with a minimum account size of \$5,000 to \$500,000 per registration. The fees are based on the type of managed portfolio selected by the client and each is explained fully in the CLS Investment, LLC Form ADV before the client makes any investment decisions.

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

DBI does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## **Item 7 – Types of Clients**

DBI provides portfolio management services to individuals and high net worth individuals.

DBI's account size requirements are as follows: Minimum Family Investment is \$50,000.00 and Minimum Individual Investment is \$25,000. Exceptions can be made by DBI management on a case by case basis during a meeting of the brokerage committee.

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

"Investing in securities involves risk of loss that clients should be prepared to bear."  
Each client's account is considered a separate account. Risk considerations are discussed in depth as the account is opened and before each non-discretionary trade.

Tactical Asset Allocation attempts to get the client a market rate of return while investing in a balanced portfolio of assets with less risk than the S&P Index. The risk is that the client will receive less than a market return during Strong Bull Markets when aggressive asset class investments (such as Growth, Small Cap, Emerging Markets, etc.), outperform all others.

Strategic Asset Allocation for is for maximum income. Investing is in a balanced portfolio of investments that pay higher dividends, income, interest, etc. than S&P Index stocks. The primary risk is that the account can be volatile during regular market sell offs and recessions. The client can experience significant losses should they sell/cash out their account during one of the episodes.

## **Item 9 – Disciplinary Information**

No Legal or Disciplinary Information to Report

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

DBI's principals and associated persons are licensed as registered representatives of a broker-dealer and as insurance agents of insurance companies; as such, they may be compensated by commissions for the sale of these products. There is an inherent conflict of interest between recommending as an adviser or advisory representative, products for which the associated persons will be compensated as registered representatives of a broker-dealer. This conflict is disclosed to client.

Principals and associated persons of DBI are also registered as representatives of UPFS, an FINRA registered broker-dealer. DBI may recommend securities or insurance products offered by UPFS, and consequently representatives will receive the usual and ordinary commissions from those transactions. Thus a conflict exists between DBI's advisory recommendations and the fact that representatives of DBI may be compensated therefrom.

DBI may also recommend third-party advisers who offer timing services, asset allocation services and wrap fee accounts. DBI, or its associated persons, may be compensated thereunder by a portion of the advisory fee as a percentage of the Regulatory Assets Under Management. Any such arrangement with third-party advisers will be disclosed to the Client, at the time of solicitation, by the use of a Solicitors Written Disclosure Statement.

Principals of DBI and associated persons of DBI are registered as insurance agents with various insurance companies, and may be compensated from the sale of insurance products to advisory clients.

Associated persons of DBI, in their capacity as registered representatives, may receive 12b-1 fees as a result of placing clients in mutual funds. The receipt of 12b-1 fees by the representative is fully disclosed to the Client at the time of recommendation. T.D. Ameritrade may receive 12b-1 fees which they may retain.

In addition, associated persons of DBI may receive referral fees from third-party advisers with whom they have placed Client assets. Those referral fees are generally a percentage of the investment management fees collected by the third-party advisers. Any such arrangement for referral and compensation is disclosed to the client at the time of solicitation.

DBI, does not pay referral fees to independent professionals who refer clients to DBI for asset management.

## **Item 11 – Code of Ethics**

DBI has adopted the "RED CARPET POLICIES" Brochure and provides a copy to any client or prospective client who requests it. Following is a summary of the brochure:

1) Code of Ethics. The Advisors Act imposes a fiduciary duty on investment advisors. DBI has a duty of upmost good faith to act in the best interests of our clients. Our fiduciary duty compels our advisors to act with integrity in all our dealings. DBI's Code of Ethics covers Standard of Conduct, Protection of Material Non Public Information, and Personal Conduct. The policy covers Code of Ethics violations and sanctions.

2) Personal Trading Policy. This covers matters to consider before an Investment Advisor places a trade, personal trading restrictions, (general trade, initial public offerings and private placements) and the reporting of personal securities transactions. The policy covers Personal Trading policy violations and sanctions.

3) Privacy Policy. In this policy the definitions of "consumer", "client" and "confidential" information are explained. Privacy Notices are outlined: (a) Initial Privacy Notices, (2) Annual Privacy Notices and (3) Revised Privacy Notices. DBI is not required to send privacy notices or provide opt-out elections to consumers unless we intend to share the Consumer's non-public personal information with a non-affiliated third party. Safeguarding of client records and information is detailed in the privacy policy.

"RED CARPET POLICIES" can be found in their entirety at [www.DaleBuckner.com](http://www.DaleBuckner.com)

Principal (s) of DBI may, at the client's complete discretion, execute securities transactions through a registered Broker/Dealer only in the states in which the principals are registered for securities sales. In such instances, the registered principal or and any other employees of DBI, who are also registered with a broker-dealer, may receive the usual and customary commission for such transactions. These may include 12b-1 fees paid by the respective mutual fund dealers or contingent deferred sales loads (CDSLs) paid by the mutual funds themselves.

A conflict of interest exists between the client's well-being in being placed with certain mutual funds and the fact that the registered principal of DBI, and other representatives affiliated with DBI, may in fact receive pecuniary compensation in the form of 12b-1 fees and CDSLs for placing the client in those particular mutual funds.

From time to time, the principals of DBI or its associated persons may purchase securities, which are also recommended to the clients. In such case, clients' transactions will always precede any DBI purchases and clients will always receive the favorable price. DBI will keep and maintain personal securities trading records in order to prevent any abuses such as front running or insider trading.

While it is unlikely that any persons associated with DBI may ever have access to inside information, DBI has adopted an insider trading policy in order to prevent any abuse of information that may result therefrom.

The policy requires, among other things, that employees and agents of DBI attend an education program explaining insider-trading rules, and employees and agents report all securities transactions at least quarterly. Principals of DBI will monitor all trading for possible insider trading by matching trades against major moves in value of any transaction.

## **Item 12 – Brokerage Practices**

Soft dollar benefits are not limited to those clients who may have generated a particular benefit although certain soft dollar allocations are connected to particular clients or groups of clients.

DBI uses T.D. Ameritrade as the Custodian Broker/Dealer.

From time to time a purchase of securities will be made in a block account for more than one client. In that event, the block purchase price is averaged and each client will receive the same average price, plus his normal transaction fee.

DBI's advisory representatives are registered representatives of UPFS, which necessitates UPFS keep and maintain certain records and perform other compliance functions in relation to the advisory activities of DBI. These obligations require UPFS to coordinate with and have the cooperation of certain custodians and/or broker-dealers. Accordingly, UPFS has established a list of custodian or brokerage firms in which DBI client assets may be placed, and DBI client custodial choices will be limited to that list.

Clients are free to select any broker approved by UPFS or DBI to effect transactions in their account so long as the assets are in the custody of a custodian recommended by UPFS or DBI. Generally, DBI places all trades through T.D. Ameritrade, and client accounts will be established there and transaction executed therefrom. Due to this restriction, DBI may not, in effect, be obtaining best execution for clients. However, DBI balances this with the back-office support, computer support and research obtained from UPFS to justify placing most client trades with T.D. Ameritrade.

### **Item 13 – Review of Accounts**

- 1) DBI recommends investment strategies, investment recommendations and financial plans be reviewed by both a RIA representative and the client at least once a year. In most cases this is done 2 to 4 times a year at no additional charge.
- 2) Tactical Asset Allocation and Strategic Asset Allocation for maximum income can require more frequent review of accounts. DBI will notify the client by letter to the address of record or email, should letters be suppressed, to have a special meeting to reallocate the account should discretion not be granted on the client's account. This is done at no additional charge.
- 3) A report of the account balances and year to date gains or losses will be prepared at no additional charge during each of these scheduled meetings. Additional reports are available online with Internet access by the client through Albridge/Statement One at no additional charge.

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

DBI does not compensate related persons, clients and solicitors for referrals.

### **Item 15 – Custody**

DBI does not take custody of client assets. The custodian is responsible for supplying required monthly or quarterly statements to the client. Consolidated account statements can be prepared from time to time by DBI. The client is urged to compare these DBI prepared statements to the custodian prepared statements.

### **Item 16 – Investment Discretion**

In some cases, DBI usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account. The Adviser has a fiduciary

obligation to manage the Account in the Client's best interest and to the best of his ability and judgment.

When selecting securities and determining amounts, DBI observes the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, DBI's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to DBI in writing.

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

As a matter of firm policy and practice, DBI does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. DBI may provide advice to clients regarding the clients' voting of proxies.

### **Item 18 – Financial Information**

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about DBI's financial condition. DBI has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

### **Item 19 – Requirements for State-Registered Advisers**

All principals and associated persons must be FINRA registered.  
Professional designations preferred include CFP® CPA, and MBA.

See Supplements attached.



**Dale Buckner, MBA, CFP<sup>®</sup>, AIF<sup>®</sup>**  
President, Dale Buckner, Inc.  
Investment Advisor

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This brochure supplement provides information about Dale Buckner that supplements the Dale Buckner, Inc. brochure. You should have received a copy of that brochure. Please contact Dale Buckner or Gloria Coleman if you did not receive Dale Buckner, Inc.'s brochure or if you have any questions about the contents of this supplement.

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





## **Educational Background and Business Experience**

Dale Edward Buckner  
DOB 11/4/1949

Dale has a BBA degree from Texas Tech University and a MBA from ESAN, in Lima Peru. He received the CFP® designation in 1997 and the AIF® designation in 2013.

Dale Buckner is Amarillo's Retirement Planning Specialist.

He helps people retire early with the goals of enjoying a rich retirement and staying retired with secure income. He helps clients achieve their financial and life goals by doing Life Stage Planning, an advanced form of the financial planning process taught by the CERTIFIED FINANCIAL PLANNING® course work.

Accredited Investment Fiduciary (AIF®)  
Certified Financial Planner (CFP®)

M.B.A. Master of Business Administration, ESAN, Lima, Peru 1974

B.B.A. Business and Advertising, Texas Tech University, Lubbock, Texas 1972

Owner/Agent Dale Buckner Insurance 1988 to Present

President & Registered Investment Advisory Representative, Dale Buckner, Inc.  
dba Dale Buckner and Asset Planning Group 2009 to Present

OSJ, Registered Principal, United Planners Financial Services, 2003 to Present

Registered Investment Advisory Representative, Asset Planning Group, Inc. 1990  
to 2008

Registered Investment Advisory Representative AmberTree Investment  
Management, Inc. 2001 to 2003

Registered Principal, United Planners Financial Services, 1998 to 2003

Registered Representative, Sun America Securities, 1990 to 1998

The Accredited Investment Fiduciary® (AIF®) designation represents a thorough knowledge of and ability to apply the fiduciary Practices. AIF designees have a reputation in the industry for the ability to implement a prudent process into their own investment practices as well as being able to assist others in implementing proper policies and procedures.



The CERTIFIED FINANCIAL PLANNER<sup>™</sup>, CFP<sup>®</sup> and federally registered CFP<sup>®</sup> (with flame design) marks (collectively, the “CFP<sup>®</sup> marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP<sup>®</sup> Board”).

The CFP<sup>®</sup> certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP<sup>®</sup> certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP<sup>®</sup> certification in the United States.

To attain the right to use the CFP<sup>®</sup> marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP<sup>®</sup> Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP<sup>®</sup> Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP<sup>®</sup> Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
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*Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP® Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Dale must complete Firm Element Continuing Education Courses on an annual basis to retain his securities licenses.

Dale has over 28 years of experience in the financial planning industry with extensive expertise and training in insurance, investments, estate planning, tax planning, and retirement planning.

He hosts a weekly radio show every Saturday morning 10 AM to 11 AM on KGNC-AM, 710.

Dale published "*Make Money, Think Rich*" in 2014. His book is available on Amazon, Apple, Barnes & Noble, Google, and at select book sellers worldwide in over 140 countries.

### **Disciplinary Information**

Dale Buckner has no legal or disciplinary events.

### **Other Business Activities**

Dale Buckner is also associated with United Planners Services (UPFS) as a registered representative. UPFS is a registered broker-dealer and a member of the Financial Industry Regulatory Authority (FINRA). As a UPFS registered representative, Dale Buckner may offer clients the option to purchase securities and investment products distributed by that firm including, but not limited to, mutual funds, variable annuities, variable life insurance, stocks and bonds, and limited partnerships. If a client purchases or sells securities products from Dale Buckner in this capacity, then he will receive commissions and related compensation, such as mutual fund service fees.



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Dale Buckner is also a licensed insurance agent appointed with various insurance companies. As a licensed insurance agent, Dale Buckner may offer investment advisory clients the option to purchase insurance products. If a client purchases insurance products through Dale Buckner, he will receive commission and related compensation, such as insurance trail fees as a result of the sale.

UPFS is a Limited Partnership in which Dale Buckner is also a limited partner. Limited partners receive a percentage of UPFS' net profit on an annual basis. Dale Buckner may recommend products or services that produce more revenue for the firm and thus increase his annual profit distribution.

Dale Buckner makes every effort to recommend securities and insurance products that are most appropriate for the client, without consideration of compensation arrangements. Clients are under no obligation to purchase recommended securities or insurance products through UPFS or Dale Buckner and may purchase such products through the broker-dealers or insurance agency of their choice.

### **Additional Compensation**

Dale Buckner has no additional compensation or economic benefit.

### **Supervision**

**Dale Buckner is the Chief Compliance Officer of Dale Buckner, Inc. dba Dale Buckner and Asset Planning Group.**

Dale Buckner, Inc.  
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(806)358-7977 Main  
(800)299-7526 Toll Free  
(806)358-8050 Fax  
[www.dalebuckner.com](http://www.dalebuckner.com)

### **State-Registered Disclosures**

Dale Buckner has no events of liable arbitration or events of liability in civil, self-regulatory organizational, or administrative proceedings, and no events of bankruptcy petitions.





**Scott Richardson**  
Dale Buckner, Inc.  
Investment Advisor

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This brochure supplement provides information about Scott Richardson that supplements the Dale Buckner, Inc. brochure. You should have received a copy of that brochure. Please contact Dale Buckner or Gloria Coleman if you did not receive Dale Buckner, Inc.'s brochure or if you have any questions about the contents of this supplement.

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



### **Educational Background and Business Experience**

Scott Andrew Richardson  
DOB 09/25/1979

Scott has a BBA degree from Texas Tech University with a specialization in finance.

Scott helps clients achieve their financial and life goals through life stage planning.

B.B.A. Finance, Texas Tech University, Lubbock, TX, 2001

Registered Representative, United Planners Financial Services 2009 to Present  
Registered Investment Advisory Representative, Dale Buckner, Inc. dba Dale Buckner  
and Asset Planning Group 2009 to Present  
Registered Assistant, United Planners Financial Services 2007 to 2009  
Registered Representative, AG Edwards and Sons, 2005 to 2007  
Registered Investment Advisory Representative, AG Edwards and Sons, 2005 to 2007

Scott must complete Firm Element Continuing Education Courses on an annual basis to retain his securities licenses.

### **Disciplinary Information**

Scott Richardson has no legal or disciplinary events.

### **Other Business Activities**

Scott Richardson is also associated with United Planners Services (UPFS) as a Registered Representative. UPFS is a registered broker-dealer and a member of the Financial Industry Regulatory Authority (FINRA). As a UPFS Registered Representative, Scott Richardson may offer clients the option to purchase securities and investment products distributed by that firm including, but not limited to, mutual funds, variable annuities, variable life insurance, stocks and bonds, and limited partnerships. If a client purchases or sells securities products from Scott Richardson in this capacity, then he will receive commissions and related compensation, such as mutual fund service fees.

Scott Richardson is also a licensed insurance agent. As a licensed insurance agent, Scott Richardson may offer investment advisory clients the option to purchase insurance products. If a client purchases insurance products through Scott Richardson, Dale Buckner, Inc. will receive commissions and related compensation, such as insurance trail fees as a result of the sale.



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Scott Richardson makes every effort to recommend securities and insurance products that are most appropriate for the client, without consideration of compensation arrangements. Clients are under no obligation to purchase recommended securities or insurance products through UPFS or Scott Richardson and may purchase such products through the broker-dealers or insurance agency of their choice.

### **Additional Compensation**

Scott Richardson has no additional compensation or economic benefit.

### **Supervision**

Scott Richardson is supervised by Dale Buckner, Chief Compliance Officer of Dale Buckner, Inc. dba Dale Buckner and Asset Planning Group.

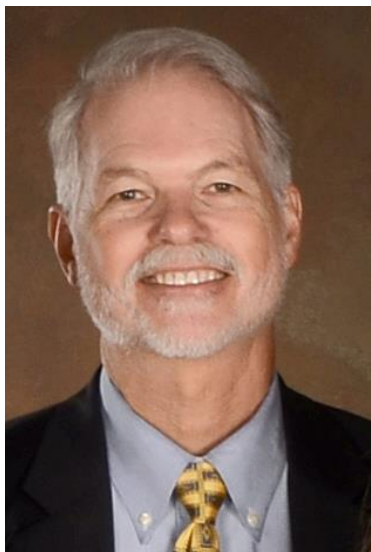
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**Brett Hansen, MBA, CFP®**

Dale Buckner, Inc.  
Investment Advisor

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This brochure supplement provides information about Brett Hansen that supplements the Dale Buckner, Inc. brochure. You should have received a copy of that brochure. Please contact Dale Buckner or Gloria Coleman if you did not receive Dale Buckner, Inc.'s brochure or if you have any questions about the contents of this supplement.

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[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Educational Background and Business Experience**

Brett DeWayne Hansen  
DOB 06/18/1955

Brett has a BS degree from University of Central Florida and a MBA from the University of Colorado at Denver. He received the CFP® designation in 2016.

Brett helps Dale Buckner, Inc. form better client relationships with top priority services. He helps clients achieve their financial and life goals by the financial planning process taught by the CERTIFIED FINANCIAL PLANNING® course work.

Certified Financial Planner (CFP®), 2016

M.B.A. Master of Business Administration, University of Colorado at Denver, 2002

B.S. Psychology, University of Central Florida, Orlando, FL 1977

Registered Representative, United Planners Financial Services, 2014 to Present

Registered Investment Advisory Representative, Dale Buckner, Inc. dba Dale Buckner and Asset Planning Group, 2015 to Present

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP® (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP® Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP® Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP® Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP® Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP® Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Brett must complete Firm Elements Continuing Education Courses on an annual basis to retain his securities licenses.

### **Disciplinary Information**

Brett Hansen has no legal or disciplinary events.



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### **Other Business Activities**

Brett Hansen is also associated with United Planners Financial Services (UPFS) as a Registered Representative. UPFS is a registered broker-dealer and a member of the Financial Industry Regulatory Authority (FINRA).

Brett Hansen is also a licensed insurance agent for the State of Texas. As a licensed insurance agent, Brett Hansen may offer investment advisory clients the option to purchase insurance products. If a client purchases insurance products through Brett Hansen, Dale Buckner, Inc. will receive commissions and related compensation, such as insurance trail fees as a result of the sale.

Brett Hansen makes every effort to recommend securities and insurance products that are most appropriate for the client, without consideration of compensation arrangements. Clients are under no obligation to purchase recommended securities or insurance products through UPFS or Brett Hansen and may purchase such products through the broker-dealers or insurance agency of their choice.

### **Additional Compensation**

Brett Hansen has no additional compensation or economic benefit.

### **Supervision**

Brett Hansen is supervised by Dale Buckner, Chief Compliance Officer of Dale Buckner, Inc. dba Dale Buckner and Asset Planning Group.

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### **State-Registered Disclosures**

Brett Hansen has no events of liable arbitration or events of liability in civil, self-regulatory organizational, or administrative proceedings, and no events of bankruptcy petitions.



**Daniel Martinez**  
Dale Buckner, Inc.  
Investment Advisor

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This brochure supplement provides information about Daniel Martinez that supplements the Dale Buckner, Inc. brochure. You should have received a copy of that brochure. Please contact Dale Buckner or Gloria Coleman if you did not receive Dale Buckner, Inc.'s brochure or if you have any questions about the contents of this supplement.

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



### **Educational Background and Business Experience**

Paul Daniel Martinez  
DOB 06/29/1954

Daniel has a BS degree from Oklahoma Panhandle State University and Business Administration minor in Accounting.

Daniel helps clients achieve their personal financial goals.

Registered Representative, United Planners Financial Services, 2015 to Present  
Registered Investment Advisory Representative, Dale Buckner, Inc. dba Dale Buckner and Asset Planning Group, 2015 to Present  
Financial Advisor Representative, Edward Jones, 2010 – 2015

Daniel must complete Firm Elements Continuing Education Courses on an annual basis to retain his securities licenses.

### **Disciplinary Information**

Daniel Martinez has no legal or disciplinary events.

### **Other Business Activities**

Daniel Martinez is also associated with United Planners Financial Services (UPFS) as a Registered Representative. UPFS is a registered broker-dealer and a member of the Financial Industry Regulatory Authority (FINRA). As a UPFS Registered Representative, Daniel Martinez may offer clients the option to purchase securities and investment products distributed through that firm including, but not limited to, mutual funds, variable annuities, variable life insurance, stocks and bonds, and limited partnerships. If a client purchases or sells securities products from Daniel Martinez in this capacity, then he will receive commissions and related compensation, such as mutual fund service fees.

Daniel Martinez is also a licensed insurance agent. As a licensed insurance agent, Daniel Martinez may offer investment advisory clients the option to purchase insurance products. If a client purchases insurance products through Daniel Martinez, Dale Buckner, Inc. will receive commissions and related compensation, such as insurance trail fees as a result of the sale.



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Daniel Martinez makes every effort to recommend securities and insurance products that are most appropriate for the client, without consideration of compensation arrangements. Clients are under no obligation to purchase recommended securities or insurance products through UPFS or Daniel Martinez and may purchase such products through the broker-dealers or insurance agency of their choice.

Amarillo Dioceses Foundation, Board Member, 2016  
Llano Cemetery, President, 2016  
Olivia's Angels, Board Member, 2016  
Wesley Foundation, President, 2016

### **Additional Compensation**

Daniel Martinez has no additional compensation or economic benefit.

### **Supervision**

Daniel Martinez is supervised by Dale Buckner, Chief Compliance Officer of  
Dale Buckner, Inc. dba Dale Buckner and Asset Planning Group.

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