

**Item 1 – Cover Page**

WealthQuest Financial Services, LLC

150 W. Main Street, Suite 1860

Norfolk, VA 23510

(757) 533-4150

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

September 6, 2017

This Brochure provides information about the qualifications and business practices of WealthQuest Financial Services, L.L.C. (“WQFS”). If you have any questions about the contents of this Brochure, please contact us at (757) 533-4150. 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.

WQFS 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 WQFS also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for WQFS is 116749.

## Item 2 – Material Changes

This Item of the Brochure will discuss only specific material changes that are made to the Brochure since the last annual update and provide clients with a summary of such changes. The last annual update of our Brochure was March 15, 2016.

Our current Brochure contains the following Material Change:

- Items 12 and 14 were amended to indicate that we maintain a relationship with TIAA CREF, Aria Retirement Solutions and Jefferson National for retirement plans and/or after-tax annuities. We also maintain a relationship with John Hancock for retirement plans which is outside the scope of our retirement plan relationships through BAM.

### Historical Changes

March 21, 2017

Item 10 was amended to include the following:

#### 757 Angels

Supervised Persons of WQFS are also involved with 757 Angels, a 501(c)(6) organization that aims to assist entrepreneurs grow their private business. Clients of WQFS have participated in this venture based on the recommendation of Supervised Persons of WQFS. Clients are not under any obligation to participate and involvement in 757 Angels may not be suitable for all clients of WQFS.

Additionally, please note that we have updated the Assets Under Management information in Item 4 in accordance with the filing of our Annual Updating Amendment.

(Brochure Date: 09/06/2017)

(Date of Most Recent Annual Updating Amendment: 03/21/2017)

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 Cheryl Furlong, Vice President & Chief Compliance Officer at (757) 533-4150. Additional information about WQFS is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### Item 3 -Table of Contents

Item 1 – Cover Page.....	i
Item 2 – Material Changes .....	ii
Item 3 – Table of Contents.....	iii
Item 4 – Advisory Business .....	1
Item 5 – Fees and Compensation .....	4
Item 6 – Performance-Based Fees and Side-By-Side Management.....	6
Item 7 – Types of Clients .....	6
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss .....	7
Item 9 – Disciplinary Information .....	9
Item 10 – Other Financial Industry Activities and Affiliations.....	9
Item 11 – Code of Ethics.....	10
Item 12 – Brokerage Practices.....	11
Item 13 – Review of Accounts .....	13
Item 14 – <i>Client</i> Referrals and Other Compensation.....	14
Item 15 – Custody .....	16
Item 16 – Investment Discretion .....	16
Item 17 – Voting <i>Client</i> Securities.....	16
Item 18 – Financial Information.....	17

## Item 4 – Advisory Business

WQFS is owned by 5 individual members (see [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) for WQFS' Form ADV Part 1, Schedule A for a list of all individual's names) and has been providing advisory services since 2000.

As of December 31, 2016, WQFS managed \$466,724,094 on a discretionary basis, \$0 on a nondiscretionary basis and provides consulting services to \$42,813,246 of self-directed retirement account assets.

### **Investment Management Services:**

WQFS manages investment portfolios for individuals, qualified retirement plans, trusts and small businesses. WQFS will work with a client to determine the client's investment objectives and investor risk profile and will design a written investment policy statement. WQFS uses investment and portfolio allocation software to evaluate alternative portfolio designs. WQFS evaluates the client's existing investments with respect to the client's investment policy statement. WQFS works with new clients to develop a plan to transition from the client's existing portfolio to the portfolio recommended by WQFS. WQFS will then monitor the client's portfolio holdings and the overall asset allocation strategy and hold review meetings with the client regarding the account as necessary.

WQFS will typically create a portfolio of no-load mutual funds, and may use model portfolios if the models match the client's investment policy. WQFS will allocate the client's assets among various investments taking into consideration the overall management style selected by the client. WQFS primarily recommends portfolios consisting of passively managed asset class and index mutual funds. WQFS primarily recommends mutual funds offered by Dimensional Fund Advisors (DFA). DFA sponsored mutual funds follow a passive asset class investment philosophy with low holdings turnover. Client portfolios may also include some individual equity securities in situations where disposition of these securities would present an overriding tax implication or the client specifically requests they be retained for a personal reason.

WQFS manages mutual fund and equity portfolios on a discretionary basis. WQFS may impose any reasonable restrictions on WQFS' discretionary authority, including restrictions on the types of securities in which WQFS may invest client's assets and on specific securities, which the client may believe to be appropriate. These situations may be specifically identified in the client's Investment Policy Statement (IPS).

WQFS may also recommend fixed income portfolios to investment management clients, which consist of managed accounts of individual bonds. WQFS will request discretionary authority from investment management clients to manage fixed income portfolios, including the discretion to retain a third party fixed income manager.

Pursuant to its discretionary authority, WQFS may retain a fixed income securities manager. The fixed income securities manager will be provided with the discretionary authority to invest client assets in fixed income securities consistent with the client's Investment Policy Statement. The manager will also monitor the account for changes in credit ratings, security call provisions, and tax loss harvesting opportunities (to the extent that the manager is provided with cost basis information). The manager will obtain WQFS' consent prior to the sale of any client securities.

On an ongoing basis, WQFS will answer clients' inquiries regarding their accounts and review periodically with clients the performance of their accounts. WQFS will periodically, and at least annually, review clients' investment policy, risk profile and discuss the re-balancing of each client's accounts to the extent appropriate. WQFS will provide to investment manager any updated client financial information or account restrictions necessary for investment manager to provide sub-advisory services.

In addition to managing the client's investment portfolio, WQFS may consult with clients on various financial areas including income and estate tax planning, business sale structures, college financial planning, retirement planning, insurance analysis, personal cash flow analysis, establishment and design of retirement plans and trust designs, among other things.

#### **Employee Benefit Plan Services:**

WQFS also provides advisory services to employee retirement benefit plans. WQFS will analyze the plan's current investment platform, and assist the plan in creating an investment policy statement defining the types of investments to be offered and the restrictions that may be imposed. WQFS will recommend investment options to achieve the plan's objectives, provide participant education meetings, and monitor the performance of the plan's investment vehicles.

WQFS will recommend changes in the plan's investment vehicles as may be appropriate from time to time. WQFS generally will review the plan's investment vehicles and investment policy as necessary.

For certain retirement plans, WQFS also works in coordination and support with BAM Advisor Services, LLC (“BAM”). Retirement plan clients will engage both WQFS and BAM. BAM will provide to the client additional discretionary investment management services and will exercise discretionary authority to select the plan investments made available to the plans’ participants by selecting and maintain the plans’ investments according to the goals and investment objectives of the plan.

WQFS will continue to work with plans to monitor plan investments, provide fiduciary plan advice including regular considerations of the goals and objectives of the plan, and provide participant education services to the plan.

### **Financial Planning Services:**

WQFS may also provide advice in the form of a Financial Plan. Clients purchasing a full financial plan will typically receive a written financial report, providing the client with a detailed financial report designed to achieve their stated financial goals and objectives. The types of reports provided to clients will vary depending upon the services requested by the client.

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

- PERSONAL: Family records, budgeting, personal liability, estate information and financial goals.
- TAX & CASH FLOW: Income tax and spending analysis and planning for past, current and future years. WQFS may illustrate the impact of various investments on a client’s current income tax and future tax liability.
- DEATH & DISABILITY: Cash needs at death, income needs of surviving dependents, estate planning and disability income analysis.
- RETIREMENT: Analysis of current strategies and investment plans to help the client achieve his or her retirement goals.
- INVESTMENTS: Analysis of investment alternatives and their effect on a client’s portfolio.

WQFS gathers required information through in-depth personal interviews. Information gathered includes a client’s current financial status, future goals and attitudes towards risk. Related documents supplied by the client are carefully reviewed and various types of written reports may be prepared by WQFS. Should a client choose to implement the recommendations in the report(s), WQFS suggest the client work closely with his/her attorney, accountant or insurance agent. Implementation of financial plan recommendations is entirely at the client’s discretion.

## **Item 5 – Fees and Compensation**

In certain circumstances, all fees, account minimums and their applications to family circumstances may be negotiable. Minimum account sizes may also be waived when a person demonstrates an ability to meet the minimum account size in a reasonable period of time through additional contributions.

WQFS has contracted with BAM Advisor Services, LLC (BAM), for services including trade processing, collection of management fees, record maintenance, report preparation, marketing assistance, and research. WQFS has also contracted with BAM for sub-advisory services with respect to clients' fixed income accounts. WQFS pays a fee for BAM services based on management fees paid to WQFS on accounts that use BAM Advisor Services. The fee paid by WQFS to BAM consists of a portion of the fee paid by clients to WQFS and varies based on the total client assets participating in BAM Advisor Services through WQFS. These fees are not separately charged to advisory clients.

The specific manner in which fees are charged by WQFS is established in a client's written agreement with WQFS. Investment Management and Employee Benefit Plan clients will be invoiced in advance at the beginning of each calendar quarter based upon the value (market value based on independent third party sources or fair market value in the absence of market value; client account balances on which WQFS calculates fees may vary from account custodial statements based on independent valuations and other accounting variances, including mechanisms for including accrued interest in account statements) of the client's account at the end of the previous quarter. New accounts may be charged a prorated fee for the remainder of the quarter in which the account is incepted (date of first trade).

For investment management and employee benefit plan services, WQFS may request authority from the client to receive quarterly payments directly from the client's account held by an independent custodian. Clients may provide written limited authorization to WQFS or its designated service provider, BAM, to withdraw fees from the account. Clients will receive custodial statements showing the advisory fees debited from their account(s). Certain third party administrators will calculate and debit WQFS' fee and remit such fee to WQFS.

A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30-days written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded.

WQFS' 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, 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. These fees will generally include a management fee and other fund expenses. All fees paid to WQFS for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and ETFs to their shareholders.

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

### **Advisory Fees**

#### **Investment Management Services:**

The annual fee for investment management services will be charged as a percentage of assets under management, according to the schedule below unless separately negotiated fees apply:

<b>Assets under management</b>	<b>Annual Fee (%)</b>
Under \$1 million	\$9,000 minimum
\$1,000,000 - \$1,999,999	0.90%
\$2,000,000 - \$3,999,999	0.80%
\$4,000,000 - \$5,999,999	0.70%
\$6,000,000 +	0.60%

Pre-existing clients may be billed under a different fee schedule.

All accounts for members of the client's family (husband, wife and dependent children) or related businesses may be assessed fees based on the total balance of all accounts.



### **Employee Benefit Plan Services:**

The annual fee for employee benefit retirement plan services will be charged as a percentage of assets within the plan.

Assets Under Management	BAM's Annual Fee	WQFS' Annual Fee	Total Fee
On the first \$1,000,000	0.09%	0.81%	0.90%
On the next \$4,000,000	0.06%	0.54%	0.60%
On the next \$5,000,000	0.03%	0.30%	0.33%
On all amounts above \$10,000,000	0.02%	0.18%	0.20%

Pre-existing clients may be billed under a different fee schedule.

### **Financial Planning Services:**

Financial planning fees will be charged in one of two ways:

1. As a fixed fee, typically ranging from \$1,500 - \$15,000, depending on the nature and complexity of each client's circumstances and upon mutual agreement with the client. 50% of this fee may be due upon signing the financial planning agreement, with an additional 25% due at the completion of a draft and 25% at final presentation.
2. On an hourly basis ranging from \$350 to \$450 per hour depending on the nature and complexity of each client's circumstances. Hourly fees will be billed as earned.

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

WQFS 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). All fees are calculated as described above and are not charged on the basis of income or capital gains or capital appreciation of the funds or any portion of the funds of an advisory client.

## **Item 7 – Types of Clients**

WQFS provides services to individuals, qualified retirement plans, trusts and small businesses.

A minimum account size of \$400,000 is generally required for fixed income portfolio management services. This account size may be negotiable under certain circumstances.

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

### *Methods of Analysis and Investment Strategy*

WQFS' services are based on long-term investment strategies incorporating the principles of Modern Portfolio Theory. WQFS' investment approach is firmly rooted in the belief that markets are "efficient" over periods of time and that investors' long-term returns are determined principally by asset allocation decisions, rather than market timing or stock picking. WQFS recommends diversified portfolios, principally through the use of passively managed, asset class mutual funds. WQFS selects or recommends to clients portfolios of securities, principally broadly-traded open end mutual funds, Exchange Traded Funds (ETFs) or conservative fixed income securities to implement this investment strategy.

Although all investments involve risk, WQFS' investment advice seeks to limit risk through broad diversification among asset classes and, as appropriate for particular clients the investment directly in conservative fixed income securities to represent the fixed income class. WQFS' investment philosophy is designed for investors who desire a buy and hold strategy. Frequent trading of securities increases brokerage and other transaction costs that WQFS' strategy seeks to minimize.

In the implementation of investment plans, WQFS therefore primarily uses mutual funds and, as appropriate, portfolios of conservative fixed income securities. WQFS may also utilize Exchange Traded Funds (ETFs).

Clients may hold or retain other types of assets as well, and WQFS may offer advice regarding those various assets as part of its services. Advice regarding such assets will generally not involve asset management services but may help to more generally assist the client.

WQFS' strategies do not utilize securities that we believe would be classified as having any unusual risks, and we do not recommend frequent trading, which can increase brokerage and other costs and taxes.

WQFS receives supporting research from BAM Advisor Services and from other consultants, including economists affiliated with Dimensional Fund Advisors ("DFA"). WQFS utilizes DFA mutual funds in client portfolios. DFA mutual funds follow a passive asset class investment

philosophy with low holdings turnover. DFA provides historical market analysis, risk/return analysis, and continuing education to WQFS.

### *Analysis of a Client's Financial Situation*

In the development of investment plans for clients, including the recommendation of an appropriate asset allocation, WQFS relies on an analysis of the client's financial objectives, current and estimated future resources, and tolerance for risk. To derive a recommended asset allocation, WQFS may use a Monte Carlo simulation, a standard statistical approach for dealing with uncertainty. As with any other methods used to make projections into the future, there are several risks associated with this method, which may result in the client not being able to achieve their financial goals. They include:

- The risk that expected future cash flows will not match those used in the analysis
- The risk that future rates of return will fall short of the estimates used in the simulation
- The risk that inflation will exceed the estimates used in the simulation
- For taxable clients, the risk that tax rates will be higher than was assumed in the analysis

### *Risk of Loss*

**Investing in securities involves risk of loss that clients should be prepared to bear.**

All investments present the risk of loss of principal – the risk that the value of securities (mutual funds, ETFs and individual bonds), when sold or otherwise disposed of, may be less than the price paid for the securities. Even when the value of the securities when sold is greater than the price paid, there is the risk that the appreciation will be less than inflation. In other words, the purchasing power of the proceeds may be less than the purchasing power of the original investment.

The mutual funds and ETFs utilized by WQFS may include funds invested in domestic and international equities, including real estate investment trusts (REITs), corporate and government fixed income securities and commodities. Equity securities may include large capitalization, medium capitalization and small capitalization stocks. Mutual funds and ETF shares invested in fixed income securities are subject to the same interest rate, inflation and credit risks associated with the underlying bond holdings.

Among the riskiest mutual funds used in WQFS' investment strategies funds are the U.S. and International small capitalization and small capitalization value funds, emerging markets funds, and commodity futures funds. Conservative fixed income securities have lower risk of loss of principal, but most bonds (with the exception of Treasury Inflation Protected

Securities, or TIPS) present the risk of loss of purchasing power through lower expected return. This risk is greatest for longer-term bonds.

Certain funds utilized by WQFS may contain international securities. Investing outside the United States involves additional risks, such as currency fluctuations, periods of illiquidity and price volatility. These risks may be greater with investments in developing countries.

More information about the risks of any particular market sector can be reviewed in representative mutual fund prospectuses managing assets within each applicable sector.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of WQFS or the integrity of WQFS' management. WQFS has no information applicable to this Item.

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

### Affiliated Accounting Firm

WQFS is a SEC-registered investment adviser. The Members and Officers of WQFS are also associated with Wall, Einhorn & Chernitzer, P.C., an accounting firm.

Wall, Einhorn & Chernitzer, P.C. (hereinafter "WEC") may recommend WQFS to accounting clients in need of advisory services. WQFS may recommend WEC to advisory clients in need of accounting services. Accounting services provided by WEC are separate and distinct from the advisory services of WQFS, and are provided for separate and typical compensation. No WQFS client is obligated to use WEC for any accounting services.

### 757 Angels

Supervised Persons of WQFS are also involved with 757 Angels, a 501(c)(6) organization that aims to assist entrepreneurs grow their private business. Clients of WQFS have participated in this venture based on the recommendation of Supervised Persons of WQFS. Clients are not under any obligation to participate and involvement in 757 Angels may not be suitable for all clients of WQFS.

### BAM Advisor Services, LLC

As described above in Item 4, WQFS may exercise discretionary authority provided by a client to select an independent third party investment manager for the management of portfolios of individual fixed income securities. WQFS selects BAM Advisors Services, LLC for such fixed income management. WQFS also contracts with BAM Advisor Services, LLC for back office services and assistance with portfolio modeling. WQFS has a fiduciary duty to select qualified and appropriate managers in the client's best interest, and believes that BAM Advisor Services, LLC effectively provides both the back office services that assist with its overall investment advisory practice and fixed income portfolio management services. The management of WQFS continuously makes this assessment. While WQFS has a contract with BAM Advisor Services, LLC governing a time period for back office services, WQFS has no such fixed commitment to the selection of BAM Advisor Services, LLC for fixed income management services and may select another investment manager for clients upon reasonable notice to BAM Advisor Services, LLC.

### **Item 11 – Code of Ethics**

WQFS has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. WQFS' Code of Ethics describes the firm's fiduciary duties and responsibilities to clients and sets forth WQFS' practice of supervising the personal securities transactions of employees with access to client information. Individuals associated with WQFS may buy or sell securities for their personal accounts identical or different than those recommended to clients. It is the expressed policy of WQFS that no person employed by the firm shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on investment decisions of advisory clients.

To supervise compliance with its Code of Ethics, WQFS requires that anyone associated with this advisory practice with access to advisory recommendations provide annual securities holding reports and quarterly transaction reports to the firm's principal. WQFS also requires such access persons to receive approval from the Chief Compliance Officer prior to investing in any IPOs or private placements (limited offerings).

WQFS' Code of Ethics further includes the firm's policy prohibiting the use of material non-public information and protecting the confidentiality of client information. WQFS requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline. WQFS will provide a complete copy of its Code of Ethics to any client or prospective client upon request.

It is WQFS' policy that the firm will not affect any principal or agency cross securities transactions for client accounts. WQFS will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an advisor, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated private fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment advisor in relation to a transaction in which the investment advisor, or any person controlled by or under common control with the investment advisor, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an advisor is dually registered as a broker-dealer or has an affiliated broker-dealer.

## **Item 12 – Brokerage Practices**

WQFS arranges for the execution of securities transactions with the assistance of BAM Advisor Services. Through BAM, WQFS may participate in the Schwab Advisor Services (SAS) program offered to independent investment advisers by Charles Schwab & Company, Inc., member FINRA/SIPC, TD Ameritrade Institutional Program ("TD Ameritrade"), a division of TD Ameritrade, Inc. member FINRA/SIPC/NFA, and the Fidelity Institutional Wealth Services (FIWS) program offered to independent investment advisors, sponsored by Fidelity Brokerage Services, LLC ("Fidelity"), member FINRA/SIPC. Schwab, TDA and Fidelity are unaffiliated SEC-registered broker dealers and FINRA member broker dealers.

With respect to retirement plans and after tax annuities, WQFS participates in the TIAA-CREF Financial Advisor Program and the John Hancock program. WQFS may also recommend after-tax annuities from Aria Retirement Solutions and Jefferson National.

The Schwab, TDA and Fidelity brokerage programs will generally be recommended to advisory clients for the execution of mutual fund and equity securities transactions. WQFS regularly reviews these programs to ensure that its recommendations are consistent with its fiduciary duty. These trading platforms are essential to WQFS' service arrangements and capabilities, and WQFS may not accept clients who direct the use of other brokers. As part of these programs, WQFS receives benefits that it would not receive if it did not offer investment advice (See the disclosure under Item 14 of this Brochure).

As WQFS will not request the discretionary authority to determine the broker dealer to be used or the commission rates to be paid for mutual fund and equity securities transactions, clients must direct WQFS as to the broker dealer to be used. In directing the use of a

particular broker or dealer, it should be understood that WQFS will not have authority to negotiate commissions among various brokers or obtain volume discounts, and best execution may not be achieved. Not all investment advisers require clients to direct the use of specific brokers.

WQFS will not exercise authority to arrange client transactions in fixed income securities. Clients will provide this authority to a fixed income manager retained by WQFS on client's behalf by designating the portfolio manager with trading authority over client's brokerage account. Clients will be provided with the Disclosure Brochure (Form ADV Part 2) of portfolio manager.

SAS, TDA and FIWS do not generally charge clients a custody fee and are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through the broker or that settle into the clients' accounts at the brokers. Trading client accounts through other brokers may result in fees (including mark-ups and mark-downs) being charged by the custodial broker and an additional broker. While WQFS will not arrange transactions through other brokers, the authority of the fixed income portfolio manager includes the ability to trade client fixed income assets through other brokers.

WQFS also does not have any arrangements to compensate any broker dealer for client referrals.

WQFS does not maintain any client trade error gains. WQFS makes client whole with respect to any trade error losses incurred by client caused by WQFS. For clients utilizing TD Ameritrade for brokerage services, TD Ameritrade maintains a policy that any trade error gains will be donated by TD Ameritrade to charity.

WQFS generally does not aggregate any client transactions in mutual fund or other securities. Client accounts are individually reviewed and managed, and transaction costs are not saved by aggregating orders in almost all circumstances in which WQFS arranges transactions. BAM Advisor Services, LLC, in the management of fixed income portfolios, will aggregate certain transactions among client accounts that it manages, in which case an WQFS client's orders may be aggregated with an order for another client of BAM Advisor Services, LLC who is not an WQFS client. See BAM Advisor Services, LLC Form ADV Part 2.

**Employee Benefit Plan Services:**

WQFS does not arrange for the execution of securities transactions for 401k plans as a part of this service. Transactions are executed directly through employee plan participation.

**Financial Planning Services:**

WQFS' financial planning practice, due to the nature of its business and client needs, does not include blocking trades, negotiating commissions with broker dealers or obtaining volume discounts, nor necessarily obtaining the best price. Clients will be required to select their own broker dealers and insurance companies for the implementation of financial planning recommendations. WQFS may recommend any one of several brokers. WQFS clients must independently evaluate these brokers before opening an account. The factors considered by WQFS when making this recommendation are the broker's ability to provide professional services, WQFS' experience with the broker, the broker's reputation, and the broker's financial strength, among other factors. WQFS' financial planning clients may use any broker or dealer of their choice.

**Item 13 – Review of Accounts****Reviews:****Investment Management Services:**

Account assets are supervised continuously and formally reviewed quarterly by Jeffrey Chernitzer, Manager of WQFS or Cheryl A. Furlong, Vice President of WQFS. The review process contains each of the following elements:

- a. assessing client goals and objectives;
- b. evaluating the employed strategy(ies);
- c. monitoring the portfolio(s); and
- d. addressing the need to rebalance.

Additional account reviews may be triggered by any of the following events:

- a. a specific client request;
- b. a change in client goals and objectives;
- c. an imbalance in a portfolio asset allocation; and
- d. market/economic conditions.



For fixed income portfolios, certain account review responsibilities are delegated to a third party investment manager as described above in Item 4.

**Employee Benefit Retirement Plan Services:**

Retirement plan assets are reviewed as needed, and according to the standards and situations described above for investment management accounts.

**Financial Planning Services:**

Financial Planning accounts will be reviewed as contracted for at the inception of the advisory relationship.

**Reports:**

**Investment Management Services:**

All clients will receive quarterly performance reports, prepared by BAM and reviewed by WQFS, which summarize the client's account and asset allocation. Clients will also receive at least quarterly statements from their account custodian, which will outline the client's current positions and current market value.

**Employee Benefit Plan Services:**

Plan sponsors are provided with quarterly information and annual performance reviews from WQFS. In addition, plan participant education information may also be provided to the Plan Sponsor or Administrator for distribution to the participants of the plan.

**Financial Planning Services:**

Financial Planning clients will receive reports as contracted for at the inception of the advisory relationship.

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

**Client Referrals**

WQFS may from time to time compensate, either directly or indirectly, any person (defined as a natural person or a company) for client referrals. WQFS may compensate supervised persons who are members or employees of WQFS' affiliated accounting firm, Wall, Einhorn & Chernitzer, P.C., for client referrals. Clients should understand that these persons have an

economic incentive to recommend the advisory services of WQFS. WQFS is aware of the special considerations promulgated under Section 206(4)-3 of the Investment Advisers Act of 1940 and similar state regulations. As such, appropriate disclosure shall be made, all written instruments will be maintained by WQFS and all applicable Federal and/or State laws will be observed.

#### Other Compensation

As indicated under the disclosure for Item 12, SAS, TDA and FIWS each respectively provide WQFS with access to services, which are not available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis at no charge to them. Similar benefits are also available on the TIAA-CREF, John Hancock, Jefferson National and Aria Retirement Solutions platforms. WQFS receives software and services from these program sponsors.

These services benefit WQFS but may not benefit its clients' accounts. Many of the products and services assist WQFS in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and other market data, facilitate payment of WQFS' fees from its clients' accounts, and assist with back-office functions, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of WQFS' accounts. Recommended brokers also make available to WQFS other services intended to help WQFS manage and further develop its business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. WQFS does not, however, enter into any commitments with the brokers for transaction levels in exchange for any services or products from brokers. While as a fiduciary, WQFS endeavors to act in its clients' best interests, WQFS' requirement that clients maintain their assets in accounts at Schwab or FIWS may be based in part on the benefit to WQFS of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by the brokers, which may create a potential conflict of interest.

WQFS also receives software from DFA, which WQFS utilizes in forming assets allocation strategies and producing performance reports. DFA also provides continuing education for WQFS personnel. These services are designed to assist WQFS plan and design its services for business growth.

## **Item 15 – Custody**

Investment Management and Employee Benefit Plan Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. WQFS urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

## **Item 16 – Investment Discretion**

WQFS requests that it be provided with written authority to determine which securities and the amounts of securities that are bought or sold. For fixed income securities, this authority will include the discretion to retain a third party money manager for fixed income accounts. Any limitations on this discretionary authority shall be included in this written authority statement. Clients may change/amend these limitations as required. Such amendments shall be submitted in writing.

When selecting securities and determining amounts, WQFS observes the investment policies, limitations and restrictions of the clients for which it advises. Investment guidelines and restrictions must be provided to WQFS in writing.

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

Proxy Voting: As a matter of firm policy and practice, WQFS does not accept the authority to and does not vote proxies on behalf of advisory client. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Clients will receive applicable proxies directly from the issuer of securities held in clients' investment portfolios. WQFS, however, may provide advice to clients regarding the clients' voting of proxies.

Class Actions, Bankruptcies and Other Legal Proceedings: Clients should note that WQFS will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held or previously were held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct WQFS to transmit copies of class action notices to the client or a third party. Upon such direction, WQFS will make reasonable efforts to forward such notices in a timely manner.

## **Item 18 – Financial Information**

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about WQFS' financial condition. WQFS 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.