



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

### **ITEM 1. COVER PAGE**

#### **DETALUS ADVISORS, LLC**

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March 30, 2017

This Brochure provides information about the qualifications and business practices of Detalus Advisors, LLC. If you have any questions about the contents of this Brochure, please contact us at 314-997-3191 or Clint Lewis, Chief Compliance Officer at [clewis@detalus.com](mailto:clewis@detalus.com). The information in this Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (the "SEC") or by any state securities authority.

Additional information about Detalus Advisors, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by an identifying number, known as a CRD number. Our firm's CRD number is 117958.

## **Item 2. Material Changes**

This Brochure provides you with a summary of Detalus Advisors, LLC's services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest.

This Brochure is required to be updated at least annually, or sooner when material changes to our business take place. Each year we will deliver to you, by no later than April 30th, either: (i) a free updated Brochure that includes or is accompanied by a summary of material changes or (ii) a summary of material changes and an offer to provide a free copy of the updated Brochure and how to obtain it.

Since our last annual update to our Brochure, we have updated Item 14 to describe our solicitation arrangement with an unaffiliated investment advisory firm.

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## Item 4. Advisory Business

Detalus Advisors, LLC (“Adviser”), is an SEC-registered investment adviser with its principal place of business located in St. Louis, Missouri. Adviser began conducting business in 2001 under the name Hancock Investment Advisors.

Effective March 30, 2016, Detalus Institutional, LLC, was merged into Adviser in order to manage our advisory business in a cost effective manner.

Manchester Holdings, LLC, the sole owner of Adviser, is majority-owned by the following individuals: Steven M. Rull, Joseph D. Garea, and Clinton J. Lewis (the “Principals”).

Adviser offers the following advisory services to its clients:

### **PORTFOLIO MANAGEMENT**

#### ***Individual Investor Relationship***

Adviser provides financial advisory services to individuals, families, businesses, and nonprofit organizations, each with diverse investment goals and objectives. You and your Detalus adviser collaborate throughout the investment process to work towards your financial goals. The following steps detail the typical advisory relationship process:

##### **1. Consultation Meeting**

At the beginning of the advisory relationship, your Detalus adviser holds consultation meetings to gather information needed to establish an investment strategy that best suits you, your family, and any related businesses. Topics discussed generally include your background, age, health, family situation, existing investments, financial expectations, legal, social and regulatory concerns, and your overall views on the world of investing. Your Detalus adviser walks you through the steps to ensure that you are comfortable and confident with your portfolio and investment choices throughout the process.

##### **2. Creation of the Investment Policy Statement (IPS)**

A summary of this information, as well as the proper allocation and distribution of your assets, is included in your Investment Policy Statement (“IPS”). Your IPS provides the foundation for making disciplined investment decisions. While long-term in nature, your IPS will be reviewed and modified as necessary.

##### **3. Portfolio Implementation**

Your Detalus adviser then creates a portfolio tailored to the guidelines set forth in your IPS. Adviser combines external research with internal evaluations to determine the appropriate selection of investments. Investments may include common and preferred stocks, fixed income securities (including government, municipal, mortgage-backed and corporate bonds), open- and closed-end mutual funds, exchange-traded funds (ETFs), money market funds and alternative investments.

#### **4. Portfolio Monitoring**

Following the investment of assets, your Detalus adviser regularly monitors your portfolio for adherence to the objectives established in your IPS. Should a change in guidelines or investments be warranted, Adviser will discuss the possibility of amending your IPS or rebalancing your asset mix.

#### **5. Portfolio Reporting**

Advisory clients receive customized portfolio summary reports on a quarterly basis, directly from Adviser. These reports include portfolio-specific details, including performance, holdings, asset allocation, and market value. Depending on a client's preferences, Detalus advisers are also available on a more frequent basis for portfolio and market updates.

#### ***Asset Allocation & Investment Strategies***

Detalus' proprietary Asset Allocation & Investment Strategies include:

- Income Generation Strategy
- Income Focus with Growth Strategy
- Income and Growth Strategy
- Growth Focus with Income Strategy
- Asset Growth Strategy

Each Strategy is an actively managed, globally diversified portfolio of 8 to 20 mutual funds and ETFs. Adviser begins with a strategic allocation to the major asset classes (cash, fixed income, U.S. equity, international equity, and real asset / alternative). Each Strategy is designed to capture capital gains and/or income in pursuit of a client's long-term investment goals. Efficient, low cost funds typically are utilized. Clients will be asked to complete a Risk Tolerance Questionnaire to help determine the appropriate risk level. Fund shares will be purchased on a "no load" basis through Pershing, LLC, clearing broker to Detalus Securities, LLC ("Detalus Securities"), formerly known as Hancock Securities Group, LLC, an affiliate of Adviser.

When selecting the particular class of mutual fund shares in which clients will invest, Adviser will consider the available facts, including investment time horizon, applicable eligibility requirements such as required minimum investment amounts, and overall fees to be paid by client in order to select an appropriate class of shares for clients. Mutual fund distribution (or "12b-1") fees paid by mutual funds in which advisory clients invest will be deposited to the client's account, and will not be paid to Adviser or any affiliate of Adviser.

#### ***Information About All Strategies***

To ensure that a particular investment Strategy remains suitable for a client and continues to be managed in a manner consistent with the client's financial circumstances, Adviser will:

- send written requests, on a quarterly basis, to participating clients requesting updated information regarding changes in the client's financial situation and investment objectives;
- contact each participating client, at least annually, to determine whether there have been any changes in the client's financial situation or investment objectives, and whether the client wishes to impose investment restrictions or modify existing restrictions; and

- ensure that a portfolio manager who is knowledgeable about the management of client's portfolio is reasonably available to consult with participating clients.

### **BROKERAGE SERVICES**

Adviser's representatives are separately registered representatives of Detalus Securities, a registered broker-dealer and member FINRA/SIPC and affiliate of Adviser. Adviser may assist clients in establishing a brokerage account with Detalus Securities. With clients' consent, securities transactions will be executed for clients' accounts on an agency basis through Detalus Securities, which introduces clients on a fully disclosed basis to Pershing, LLC. You will pay brokerage commissions (per ticket) or clearing charges and other securities transaction fees on trades, including those executed by Adviser's affiliated broker-dealer. You will receive a brokerage confirmation for each securities transaction in your account that states the total dollar amount paid.

Financial institutions and other clients may establish a brokerage relationship with any bank, broker-dealer, or trust company selected by Client, subject to acceptance by Adviser.

Clients are not under any obligation to engage Detalus advisers when considering implementation of advisory recommendations. Clients may purchase investment products Adviser recommends through other brokers or agents other than Detalus Securities not affiliated with Adviser. The implementation of any or all recommendations is solely at the discretion of the client.

### **INSURANCE SERVICES**

Adviser's representatives are separately licensed insurance brokers through Detalus Securities, and they also are licensed agents of various insurance companies. Your Detalus adviser may provide advice on and sell life insurance policies, variable annuities, and other insurance products. You will pay commissions on these insurance products. Your Detalus adviser may receive a usual and customary portion of these insurance commissions.

### **FIXED INCOME PORTFOLIO MANAGEMENT SERVICES FOR INSTITUTIONAL INVESTORS**

***Executive Portfolio Management.*** Adviser provides fixed income portfolio management and evaluation services to institutional clients, including banks, thrift institutions and insurance companies. Adviser provides investment advice on a non-discretionary basis. Adviser's investment recommendations generally include advice regarding the following fixed income securities:

- Asset-backed securities
- Certificates of deposit ("CDs")
- Collateralized mortgage obligations
- Commercial paper
- Community bank debt or equity interests
- Corporate debt
- Mortgage-backed securities
- Municipal securities
- Private loans or other debt securities, including subordinated debt
- U.S. Government and agency securities

Adviser typically recommends fixed income securities rated investment grade as of the date of purchase. Generally, Adviser recommends direct investments in fixed income securities. However, Adviser may recommend that clients obtain exposure to the fixed income market through investments in other investment companies, including mutual funds, closed-end funds and ETFs, that invest primarily in fixed

income securities. Adviser may recommend U.S. dollar-denominated securities of foreign issuers (typically referred to as Yankee bonds).

**Objective Portfolio Review.** Adviser will perform an independent evaluation of an institution's fixed income portfolio and recommend changes as determined by Adviser.

**Interest Rate Management.** Upon request of a client, Adviser may provide monthly interest rate analyses and reports, which are designed to assist the institution's Chief Financial Officer and Board of Directors in establishing deposit and CD rates, CD maturity timeframes and interest rate management of the fixed income portfolio.

Upon request of a bank, thrift, or other depository institution client, Adviser will provide an experienced portfolio manager to attend meetings of the institution's Asset/Liability Committee to advise management executives and Board of Directors on investment and interest rate strategy formation and implementation.

#### **AMOUNT OF MANAGED ASSETS**

As of December 31, 2016, Adviser managed \$266,367,488 of clients' assets on a discretionary basis and \$1,603,396,580 on a non-discretionary basis.

### **Item 5. Fees and Compensation**

#### **Individual Investor Investment Advisory Services**

**Portfolio Management Services.** Adviser's annual fee for its portfolio management services is based upon a percentage of assets under management, according to the following schedule:

<b><u>Market Value of Portfolio</u></b>	<b><u>Annual Fee</u></b>
Up to \$499,999	1.25%
\$500,000 - \$1,999,999	1.00%
\$2,000,000 - \$3,999,999	0.75%
\$4,000,000 - \$6,999,999	0.65%
\$7,000,000 and above	0.50%

Adviser's fee is based on portfolio size. Adviser's fee includes investment advice, overall asset allocation, portfolio management, and reporting related to the portfolio. Mutual funds and ETFs in which the portfolio invests will charge fees as set forth in the respective prospectus. Any mutual fund distribution or "12b-1 fees" received by Adviser or its affiliates will be credited to the client's account. Executing brokers typically charge commissions to execute trades in client's accounts. For example, Detalus Securities typically charges clients' accounts \$10.00 per ETF trade and \$10.00 for equity trades.

## **Institutional Investment Advisory Services**

***Executive Portfolio Management Services.*** Adviser's annual fee for Executive Portfolio Management is based on a percentage of the institution's portfolio size, according to the following schedule:

For portfolios with a minimum of \$100 million:

<b><u>Market Value of Portfolio</u></b>	<b><u>Annual Fee</u></b>
First \$100 million of assets	0.10%
Next \$100 million of assets	0.08%
Next \$100 million of assets	0.07%
Over \$300 million	0.05%

For portfolios with less than \$100 million:

<b><u>Market Value of Portfolio</u></b>	<b><u>Annual Fee</u></b>
First \$25 million of assets	0.13%
Next \$25 million of assets	0.11%
Next \$25 million of assets	0.09%
Over \$75 million of assets	0.07%

***Objective Portfolio Review and Interest Rate Management Services.*** Adviser's fee typically is a flat fee negotiated in advance on a case-by-case basis with each institutional client. Overall factors to be considered include the type and amount of assets to be managed and the complexity of the client's circumstances. Adviser's annual fixed fee may range from \$1,000 to \$50,000, depending on the scope of services. The annual fee applicable to an institution will be set forth in the client's Advisory Agreement.

***General Fee Information:*** Although Adviser has established the fee schedules above, Adviser retains the discretion to negotiate fees on a client-by-client basis. Client facts, circumstances, and needs are considered in determining the appropriate fees. These include, among other things, the complexity of the client, assets to be placed under management, anticipated future additional assets, related accounts, portfolio style, account composition, and required reports. The annual fee schedule applicable to each client is identified in the Investment Advisory Agreement between Adviser and the client (the "Advisory Agreement").

For individual investor clients, Adviser's advisory fees are billed quarterly in advance, at the beginning of each calendar quarter based upon the value (market value or fair market value in the absence of market value) of the client's account at the end of the previous quarter. Fees will be debited from clients' accounts in accordance with their authorization in the Advisory Agreement.

For institutional clients, Advisory fees are billed monthly based upon the market values of client's portfolio as determined by the client's custodian as of the end of the previous month. Fees are invoiced to clients typically mid-month and are due upon receipt.

***Affiliated Compensation and Commissions.*** Management personnel and other related persons of Adviser are licensed as registered representatives, and/or licensed as insurance brokers of Detalus Securities,



Adviser's affiliated broker-dealer and licensed insurance broker. In such capacities, these individuals may implement investment recommendations for advisory clients through Detalus Securities for usual and customary compensation (i.e., commissions, 12b-1 fees, private placement referral fees or other sales-related forms of compensation) or purchase insurance products for advisory clients. This presents a conflict of interest to the extent that these individuals receive brokerage or insurance commissions for such purchases in addition to advisory fees. Adviser's advisory fees are not reduced by the amount of compensation received by Detalus Securities, except that 12b-1 fees will be credited to the client's account.

Clients are not under any obligation to engage Detalus individuals when considering implementation of advisory recommendations. Clients may purchase investments that Adviser recommends through other brokers or agents not affiliated with Adviser. The implementation of any or all recommendations is solely at the discretion of the client.

***Termination of the Advisory Relationship.*** An Advisory Agreement may be canceled at any time, by either party, for any reason upon written notice. Upon termination of any client's account, any prepaid, unearned fees will be promptly refunded by Adviser. When calculating a client's reimbursement, Adviser will prorate fees owed through the effective date of termination.

***Fees of Other Investment Companies.*** All fees paid to Adviser for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds, closed-end funds and ETFs. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution (12b-1) fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without Adviser's services. In that case, the client would not receive the services provided by Adviser which are designed, among other things, to assist the client in determining which fund or funds are most appropriate for each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and Adviser's advisory fees to fully understand the total amount of fees paid in connection with the advisory services Adviser provides.

***Additional Fees and Expenses.*** In addition to Adviser's advisory fees, clients are also responsible for the fees and expenses charged by custodians and securities transaction fees, IRA custodial fees, and ticket or clearing charges imposed by executing broker-dealers, including, but not limited to, any transaction charges imposed by a broker-dealer. A copy of the current commission schedule for Detalus Securities/Pershing (including ticket charges) is available upon client request.

***Grandfathering of Minimum Account Requirements.*** Advisory clients are subject to Adviser's minimum account requirements and advisory fees that were in effect at the time the client entered into the Advisory Agreement. Therefore, Adviser's minimum account requirements and fees may differ among clients.

***ERISA Accounts.*** Adviser is deemed to be a fiduciary to advisory clients that are employee benefit plans pursuant to the Employee Retirement Income and Securities Act ("ERISA"). As such, Adviser is subject to specific duties and obligations under ERISA that include among other things, restrictions concerning certain forms of compensation. For clients subject to ERISA, Adviser may not charge fees for investment advice about products for which Adviser and/or Adviser's related persons receive any commissions or 12b-1 fees, unless such commissions and 12b-1 fees are offset against Adviser's advisory fees.

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

Adviser does not charge performance-based fees.

## Item 7. Types of Clients

Adviser typically provides advisory services to the following types of clients:

- Individuals (other than high net worth individuals)
- High net worth individuals
- Charitable, non-profit organizations
- Banking and thrift institutions
- Insurance companies
- Corporations or other businesses not listed above

There is no minimum account size requirement.

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

### METHODS OF ANALYSIS

Adviser uses the following methods of analysis in formulating its investment advice and/or managing client assets:

**Charting.** In this type of technical analysis, Adviser reviews charts of market and security activity in an attempt to identify when the market is moving up or down and to predict how long the trend may last and when that trend might reverse.

**Fundamental Analysis.** Adviser attempts to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself) to determine if a company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell). Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

**Technical Analysis.** Adviser analyzes past market movements and applies that analysis to the present in an attempt to recognize recurring patterns of investor behavior and potentially predict future price movement. Technical analysis does not consider the underlying financial condition of a company. This presents a risk in that a poorly-managed or financially unsound company may underperform regardless of market movement.

**Quantitative Analysis.** Adviser uses mathematical models in an attempt to obtain more accurate measurements of a company's quantifiable data, such as the value of a share price or earnings per share, and predict changes to that data. A risk in using quantitative analysis is that the models used may be based on assumptions that prove to be incorrect.

**Qualitative Analysis.** Adviser subjectively evaluates non-quantifiable factors such as quality of management, labor relations, and strength of research and development factors not readily subject to measurement, and predicts changes to share price based on that data. A risk in using qualitative analysis is that Adviser's subjective judgments may prove incorrect.

**Asset Allocation.** Rather than focusing primarily on securities selection, Adviser attempts to identify an appropriate ratio of securities, fixed income, and cash suitable to the client's investment goals and risk

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

***Risks for All Forms of Analysis.*** Adviser's securities analysis methods rely on the assumption that the companies whose securities Adviser recommends, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. There is always a risk that Adviser's analysis may be compromised by inaccurate or misleading information. Investing in securities involves risk of loss that clients should be prepared to bear.

***Fixed Income Analysis.*** In recommending fixed income securities to financial institution clients, Adviser typically considers the fixed income sectors represented in the Barclays Capital Aggregate Bond Index. Adviser may recommend securities in those areas of the bond market that Adviser believes to be relatively undervalued, based on quality, sector, coupon or maturity. Adviser seeks to identify fixed income sectors that it believes are favorable to clients and have favorable prospects for future performance, based on recent performance, monetary policy, investor sentiment, market momentum, business fundamentals, business cycles, and/or market cycles. Once Adviser identifies a sector that is outperforming or has the potential to outperform the market as a whole, Adviser seeks individual fixed income securities based on its review of the issuer's current and historical spreads to comparable Treasury securities, and fundamental analysis of issuer's future prospects.

Adviser may recommend non-investment grade fixed income securities, private placements and private debt or other interests in regional and community banks.

***Reliance on Third Party Ratings.*** Adviser's securities analysis methods rely on the assumption that the companies whose securities Adviser recommends, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. Adviser recognizes that these data may be incorrect, and that there is always a risk that Adviser's analysis may be compromised by inaccurate or misleading information.

## INVESTMENT STRATEGIES

Adviser may use the following strategies to manage client accounts, provided that such strategies are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

***Long-term purchases.*** Adviser purchases securities with the view to hold them in a client's account for a year or longer. Typically, Adviser employs this strategy when:

- it believes the securities are currently undervalued, and/or
- it is seeking exposure to a particular asset class over time, regardless of the current projection for this class.

The risk of a long-term purchase strategy is that by holding the security for the long-term, Adviser may not take advantage of short-term gains that could be profitable to a client. Moreover, if Adviser's predictions are incorrect, a security may decline sharply in value before Adviser makes the decision to sell.

***Short-term purchases.*** When utilizing this strategy, Adviser purchases securities with the view to sell them within a relatively short time (typically a year or less). Adviser employs this strategy to take

advantage of conditions that it believes will soon result in a price swing in the securities Adviser purchases.

**Option writing.** Adviser's Strategies may involve the use of options. An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an asset (such as a share of stock) at a specific price on or before a certain date. An option, just like a stock or bond, is a security. An option is also a derivative, because it derives its value from an underlying asset.

The two types of options are calls and puts:

- A call gives the owner the right to buy a security at a certain price within a specific period of time. Adviser may buy a call if it believes that the stock will increase substantially before the option expires.
- A put gives the holder the right to sell an asset at a certain price within a specific period of time. Adviser may buy a put if it believes that the price of the stock will fall before the option expires.

Adviser may use options to "hedge" the purchase of an underlying security in a client's portfolio by limiting the potential upside (and downside) of a security.

Adviser may seek to reduce the volatility of clients' portfolios by selling covered call options. Adviser's options strategy is commonly referred to as "hedging." When a client sells a covered call option, the purchaser of the option has the right to buy that stock at a predetermined price (exercise price) during the life of the option. If the purchaser exercises the option, the client must sell the stock to the purchaser at the exercise price. The option is "covered" because the client owns the stock at the time it sells the option. As the seller of the option, the client receives a premium from the purchaser of the call option, which may provide additional income to the client. The selling of covered call options may tend to reduce volatility of the client's portfolio because the premiums received from selling the options will reduce any losses on the underlying securities, but only by the amount of the premiums. However, selling the options will also limit the potential for gain on the underlying securities.

## RISKS OF LOSS

Investing in securities involves risk of loss that clients should be prepared to bear. Based on certain of the specific securities that Adviser may recommend, below are some more specific risks of investing:

- **Equity Risk.** Equity securities tend to be more volatile than other investment choices. The value of an individual security can be more volatile than the market as a whole. This volatility affects the value of the client's overall portfolio. Small- and mid-cap companies are subject to additional risks. Smaller companies may experience greater volatility, higher failure rates, more limited markets, product lines, financial resources, and less management experience than larger companies.
- **Investment Company Risk.** Mutual funds, closed-end funds, and ETFs ("funds") invest in a broad range of equity and fixed income securities, including foreign securities and securities of issuers located in emerging markets. Funds may also invest in equity securities of any market capitalization including micro-, small-, and mid-cap companies, real estate, commodities-related assets, fixed income securities of any maturity or credit quality, including high-yield, high-risk debt securities, and may engage in leveraged or derivative transactions. Adviser has no control over the investment strategies, policies or decisions of the underlying funds and, in the event of dissatisfaction with such a fund, Adviser's only option would be to liquidate clients' investments in that fund. Funds charge their own management fees and expenses, which may be duplicative.

- **Foreign Securities Risk.** Funds in which clients invest may invest in foreign securities. Foreign securities are subject to additional risks not typically associated with investments in domestic securities. These risks may include, among others, currency risk, country risks (political, diplomatic, regional conflicts, terrorism, war, social and economic instability, currency devaluations and policies that have the effect of limiting or restricting foreign investment or the movement of assets), different trading practices, less government supervision, less publicly available information, limited trading markets and greater volatility. To the extent that underlying funds invest in issuers located in emerging markets, the risk may be heightened by political changes, changes in taxation, or currency controls that could adversely affect the values of these investments. Emerging markets have been more volatile than the markets of developed countries with more mature economies.
- **Municipal Securities.** Municipal securities carry different risks than those of corporate government and bank-sponsored debt securities described above. These risks include the municipality's ability to raise additional tax revenue or other revenue (in the event the bonds are revenue bonds) to pay interest on its debt and to retire its debt at maturity. Municipal bonds are generally tax-free at the federal level, but may be taxable in individual states other than the state in which both the investor and municipal issuer are domiciled.
- **Alternative Investments in Private Funds.** Hedge funds, as well as private equity, venture capital, private real estate, private debt and other private partnerships typically engage in highly speculative trading strategies. These private funds are illiquid, their assets may also be illiquid and their performance results can be extremely volatile. Alternative funds may rely substantially on fair valuation techniques, which are subjective, and there is no guarantee that the client would realize proceeds equal to fair value upon the sale of a security. Investments in alternative funds are illiquid, and the assets of the funds also may be illiquid. Private funds typically charge higher management fees and performance fees, and these funds also incur their own operating expenses, which may be substantial.
- **Fixed Income Risks**

**Credit Risk.** The issuer of a fixed income security may not be able or willing to make interest and principal payments when due. Generally, the lower the credit rating of a security, the greater the risk that the issuer will default on its obligation.

**Change in Rating Risk.** If a rating agency gives a debt security a lower rating, the value of the debt security will typically decline because investors will demand a higher rate of return.

**Interest Rate Risk.** As nominal interest rates rise, the value of fixed income securities held by client is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate. Inflation-indexed securities, including Treasury Inflation-Protected Securities ("TIPS"), decline in value when real interest rates rise. In certain interest rate environments, such as when real interest rates are rising faster than nominal interest rates, inflation-indexed securities may experience greater losses than other fixed income securities with similar duration.

**Duration Risk; Illiquidity.** Prices of fixed income securities with longer effective maturities and durations are more sensitive to interest rate changes than those with shorter effective maturities and durations. Fixed income securities may be illiquid and the valuation of fixed income securities is subjective. It is possible that a client could lose its entire investment in such securities

**Prepayment and Extension Risk.** As interest rates decline, the issuers of securities held by a client may prepay principal earlier than scheduled, forcing the client to reinvest in lower yielding securities. As interest rates increase, slower than expected principal payments may extend the average life of fixed income securities, locking in below-market interest rates and reducing the value of these securities. To the extent that a client invests in mortgage-backed securities, there is a greater risk that the client will lose money due to prepayment and extension risks associated with these securities.

**Premium/Discount Risk.** When a client buys a fixed-income security at a premium to its face value, it will be subject to the risk that the entire coupon (interest rate) may be paid out as a dividend. Over time the value of the client's portfolio may decline, because the premium on the fixed income security declines as it approaches maturity (at maturity the market price of a fixed income equals its face value). The declining premium lowers the value of the security in the client's portfolio. Thus the client may have attained a higher payout over the life of the fixed income, but at the expense of an erosion in the value of such security over time. Premium erosion is most frequent among government and investment-grade corporate bond funds.

**Subordination Risk.** Certain fixed-income securities are subordinated or may be subordinated in right of payment and rank junior to other securities issued by, or loans made by obligors. If an obligor experiences financial difficulty, holders of its more senior securities will be entitled to payments in prior to a client.

**Lack of Public Information.** There may be less readily available and reliable information about private debt than is the case for many other types of securities, including securities issued in transactions registered under the Securities Act of 1933, as amended or the Securities Exchange Act of 1934, as amended.

- ***U.S. Government and Agency Securities.*** Adviser may invest in U.S. Government securities. U.S. Government securities include securities issued by the U.S. Treasury and by U.S. government agencies and instrumentalities. U.S. Government securities may be supported by the full faith and credit of the United States. If a U.S. Government agency or instrumentality defaults and the U.S. Government does not stand behind the obligation, the securities could decline in value. Securities of U.S. Government-sponsored entities, such as Freddie Mac or Fannie Mae, are neither issued nor guaranteed by the U.S. Government.
- ***Mortgage- and Asset-Backed Securities Risk.*** Mortgage-related securities include pass-through securities, collateralized mortgage obligations ("CMOs"), commercial mortgage-backed securities, mortgage dollar rolls, CMO residuals and other securities that directly or indirectly represent a participation in, or are secured by and payable from, mortgage loans on real property. The value of some mortgage- or asset-backed securities may be particularly sensitive to changes in prevailing interest rates. Early repayment of principal on some mortgage-related securities may expose a client to a lower rate of return upon reinvestment of principal. When interest rates rise, the value of a mortgage-related security generally will decline; however, when interest rates are declining, the value of mortgage-related securities with prepayment features may not increase as much as other fixed income securities. The value of these securities may fluctuate in response to the market's perception of the creditworthiness of the issuers. Asset-backed securities typically are supported by some form of credit enhancement, such as a letter of credit, surety bond, limited guaranty or senior subordination. The degree of credit enhancement varies, but generally amounts to only a fraction of the asset-backed security's par value until exhausted. If the credit enhancement is exhausted, certificate holders may experience losses or delays in payment if the required payments of principal and interest are not made to the trust with respect to the underlying loans. The value of these securities also may change because of changes in the

market's perception of the creditworthiness of the servicing agent for the loan pool, the originator of the loans or the financial institution providing the credit enhancement. In addition, these securities also may be subject to prepayments which may shorten the securities' weighted average life and may lower their returns.

- **Junk Bond Risk.** A client may be subject to greater levels of credit risk as a result of investing in high yield securities and unrated securities of similar credit quality (commonly known as "junk bonds"). These securities are considered predominately speculative with respect to the issuer's continuing ability to make principal and interest payments. An economic downturn or period of rising interest rates could adversely affect the market for these securities and reduce a client's ability to sell these securities (liquidity risk). If the issuer of a security is in default with respect to interest or principal payments, the client may lose its entire investment.

## Item 9. Disciplinary Information

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

The following disciplinary event is related to Adviser's affiliated broker dealer, Detalus Securities, LLC, (f/k/a Hancock Securities Group, LLC). The event did not involve Adviser or its clients. Clint Lewis was disciplined by FINRA in 2010 for failure to properly supervise an independent contractor registered representative who was acting alone in converting client funds through that contractor's outside business activity. The contractor acted without the knowledge of Mr. Lewis and was terminated in March 2008. Mr. Lewis was fined \$5,000 and suspended from acting in any principal capacity except as options principal for 10 business days. Mr. Lewis was not part of the registered representative's fraudulent activities.

## Item 10. Other Financial Industry Activities and Affiliations

Adviser is under common control with the following entities:

**Detalus Securities, LLC.** Management personnel and related persons of Adviser are separately licensed as registered representatives of Detalus Securities, Adviser's affiliated SEC-registered broker-dealer. In such capacity, these individuals may effect securities transactions for which they will receive usual and customary compensation. While Adviser and these individuals endeavor at all times to put the interest of Adviser's clients first as part of its fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

**Detalus Consulting, LLC.** Provides consulting services to banks and other financial institutions related to issues such as regulatory matters, corporate governance, business planning, and risk management. Detalus Consulting also provides loan brokerage services for an affiliated company. Adviser provides fixed income portfolio management services to banks that engage Detalus Consulting. Adviser may have a conflict in referring banks to purchase loans that have been recommended, arranged, brokered, or serviced by Detalus Consulting due to additional fees paid to Detalus Consulting.

**Potential Conflicts of Interest.** Where appropriate, Adviser and its employees may recommend affiliated companies to provide services to advisory clients, and affiliated companies may recommend Adviser. Adviser's Principals and employees may be entitled to receive salaries, bonuses, referral fees, and equity distributions from Adviser and one or more of its affiliated companies. Clients should be aware that the receipt of additional compensation by Adviser and its Principals or employees creates a conflict of interest that may impair the objectivity of Adviser and these individuals when making advisory

recommendations. Adviser strives to put the interest of its clients first as part of its fiduciary duty as a registered investment adviser and to provide disclosure of conflicts of interest where they exist.

From time to time, Adviser's employees may purchase securities for their own personal accounts and accounts of family members, which securities are also purchased on behalf of clients. Generally, Adviser's employee accounts may be invested in similar investment strategies as clients. In these instances, block trading is used, which means that orders are aggregated and securities are allocated among clients' and employees' accounts on a pro rata, average price per share basis.

From time to time, Adviser may recommend that certain advisory clients consider investing in securities of financial institutions that are also clients of Adviser. Adviser may have a conflict of interest in recommending investments in other clients due to additional advisory fees that may be paid to Adviser. Adviser's clients that invest in these financial institutions typically must sign a securities purchase agreement directly with the financial institution. Adviser will not use its discretionary authority to cause a client to invest in a financial institution that is also a client of Adviser. While Adviser endeavors at all times to put the interests of Adviser's clients first, clients should be aware that Adviser may benefit from these recommendations, which may affect Adviser's judgment when making recommendations.

***Principals Serving as Directors of Banks and other Financial Institutions.*** Adviser's Principals currently serve as directors of certain banks. Steven Rull, Principal of Adviser, serves on the board of directors of Byline Bank. Joseph Garea, Principal of Adviser, is a director of Mackinac Financial Corporation, a bank holding company that owns mBank. Principals are also shareholders of these bank holding companies, and advisory clients of Adviser or its affiliates have invested in these bank holding companies. Adviser may have a conflict in charging advisory fees on clients' asset invested in these bank holding companies to the extent that a Principal were to receive inside information based on the Principal's role as a director, because the information could not be acted upon by Adviser on behalf of clients until the information becomes publicly available.

***Outside Business Activities.*** From time to time, Adviser's Principals organize and/or invest in outside businesses. Advisory clients of Adviser or its affiliates also invest in certain of these businesses which include, but are not limited to, the following:

***OA Finance, LLC ("OA Finance").*** Adviser's affiliated company, OA Finance, provides loans to outdoor amusement companies. Adviser's Principals, as well as clients of Adviser or its affiliates, own equity interests of, and have provided subordinated debt financing to, OA Finance. In addition, advisory clients of Adviser and its affiliates may purchase loans originated by OA Finance, although no advisory fees would be charged on clients' assets invested in these loans. Current bank clients of Adviser provide lines of credit to OA Finance, and, as a result, Adviser may have an incentive to favor those clients. OA Finance provides loan servicing in connection with these loans and receives an annualized loan servicing fee of: (A) on a monthly basis, an amount equal to the difference, if positive, between (1) aggregate interest payments collected from borrowers under the terms of their loan documents and (2) the pass-through percentage rate indicated to be paid to the purchaser on the related loan purchase agreement; and (B) 50% of any fees earned and collected from borrowers under the terms of their loan documents, except that 100% of all fees collected as a result of or in connection with the origination of a loan are retained by OA Finance. Adviser's affiliated company, Detalus Consulting, provides referrals to OA Finance and receives an annualized fee equal to 50 basis points of the outstanding balance of any referred loans, paid quarterly.

Adviser will not charge an advisory fee on client's assets invested in OA Finance loans, and will not act as investment adviser or provide investment advice with respect to clients' assets invested in OA Finance or loans originated by OA Finance. Adviser, OA Finance and Detalus Consulting



make no representations about the credit quality, appropriateness of the interest rate, or fair values of OA Finance loans. Clients must independently review and evaluate OA Finance loans using their own tax, legal and other professional advisers. Due to the receipt of fees by affiliated companies, Adviser has a conflict of interest in referring its advisory clients to OA Finance. Clients will be asked to sign a separate loan purchase agreement and conflict acknowledgement in connection with any purchase of loans originated by OA Finance.

***Real Estate and Other Assets.*** Adviser's Principals have formed several partnerships and limited liability companies to own and manage real estate, develop property, or own companies or private funds, in which certain clients of Adviser or its affiliates also invest.

***Potential Conflicts of Interest.*** In making investment decisions with respect to these outside businesses, clients must rely upon independent investigations by their own tax, legal and other professional advisers and confirm that they are not relying on Adviser or its affiliates for investment advice. Adviser, its Principals and other affiliates of Adviser and their respective officers and employees will not act as investment adviser or serve as a fiduciary with respect to clients' investments in outside businesses. Adviser does not serve as investment adviser or provide investment advice to any outside business.

Prior to investing in an outside business with Adviser's Principals, clients should consider potential conflicts of interest. Adviser charges its advisory clients an investment advisory fee based upon a percentage of assets under management, although no advisory fees are charged on client assets invested in outside businesses. Adviser's Principals may act as manager or managing partner of an outside business and, in this capacity, may receive additional benefits with respect to a client's investment in the business due to their receipt of some or all of the following types of compensation: executive or management compensation, payment or reimbursement of expenses incurred on behalf of the business, and loan brokerage, referral servicing fees paid with respect to the outside business.

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

Adviser has adopted a Code of Ethics which sets forth ethical standards of business conduct that Adviser requires of its employees, including compliance with applicable federal securities laws. Adviser and its personnel owe a duty of loyalty, fairness and good faith towards clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but also to its guiding principles.

Adviser's Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by Adviser's access persons. The Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. It also contains oversight, enforcement and recordkeeping provisions.

Adviser's Code of Ethics includes Adviser's policy prohibiting the use of material non-public information. While Adviser does not believe that it has any particular access to non-public information, all employees are reminded that this information may not be used in a personal or professional capacity. A copy of Adviser's Code of Ethics is available to its advisory clients and prospective clients. You may request a copy by email sent to [clewis@detalus.com](mailto:clewis@detalus.com), or by calling Adviser at 314-997-3191.

Adviser's Code of Ethics is designed to assure that the personal securities transactions, activities and interests of Adviser's employees will not interfere with (i) making decisions in the best interest of

advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Adviser and/or individuals associated with Advisor may buy or sell for their personal accounts securities identical to or different from those recommended to clients. In addition, related access persons of Adviser may have an interest or position in a certain securities which may also be recommended to a client. Adviser's affiliated companies may receive compensation for originating and servicing private loans offered to advisory clients. Please see Item 10. *Other Financial Industry Activities and Affiliations* above for a detailed explanation of these relationships and important conflict of interest disclosures.

Adviser's affiliated broker-dealer, Detalus Securities, and Adviser's Principals who are registered representatives of Detalus Securities, may receive brokerage and insurance commissions and referral fees in connection with securities recommended to advisory clients. See Item 12. *Brokerage Practices* and Item 14. *Client Referrals and Other Compensation*.

## **Item 12. Brokerage Practices**

***Selection of Broker Dealers.*** Institutional clients may establish their own custodial and brokerage relationships. Adviser will use only those broker-dealers approved by an institutional client in advance to execute fixed income trades in the institution's account.

For individual investor clients, Adviser typically recommends its affiliated broker-dealer, Detalus Securities, due to Detalus Securities' past track record of obtaining competitive pricing with timely and accurate execution of trades. Adviser weighs several factors in its selection of broker-dealers, and focuses on cost and trade execution. Reasonableness of the compensation charged by broker-dealers is typically judged by looking at the prevailing rate for the trade at issue and determining whether the broker-dealer to be used is competitive with other comparable brokers. Adviser's affiliated broker-dealer introduces a potential conflict of interest due to the common ownership of both companies. Adviser reviews from time to time the cost of utilizing Detalus Securities as broker compared to commission rates and transaction fees charged by other independent broker-dealers to confirm that Detalus Securities remains competitive.

Adviser's discretionary clients are required to provide Adviser with written authority to determine the broker dealer to use and the commission costs that will be charged to these clients for these transactions. These clients must include any limitations on this discretionary authority in their written authority statement. Clients may change/amend these limitations as required. Such amendments must be provided to Adviser in writing.

Adviser effects transactions both on national securities exchanges and in over the counter (OTC) transactions, on an agency basis through Detalus Securities. Transactions may be placed directly with market makers who act as principals for their own account and include mark-ups in the price charged for the securities or with broker-dealers who act as agents and charge brokerage commissions for effecting the transactions. Detalus Securities will not serve as a dealer in connection with OTC transactions for Adviser's clients, absent specific client consent to the particular transaction. Detalus Securities executes client transactions on fully disclosed basis through Pershing, LLC, a registered broker-dealer and member FINRA/SIPC.

Although Adviser believes that the commission rates charged by Detalus Securities are competitive, they may not be the lowest commission rates available to clients. For example, clients may be able to execute transactions at much lower rates available through a discount broker-dealer. In addition to commissions, Detalus Securities charges transaction fees and other fees, such as a service fee, and SEC and exchange fees. Fees may vary from client to client due to the particular circumstances of the transaction, additional or differing levels of servicing required, or as otherwise contractually agreed upon with clients. Pershing and Detalus Securities may change their commission schedule and transaction and service fees without

advance notice to Adviser. Copies of the current commission schedule for Detalus Securities/Pershing is available upon request.

Clients will receive a confirmation upon the completion of every securities transaction directly from the executing broker-dealer, which discloses the dollar amount of the commission and transaction and other fees charged in connection with the transaction.

**No Soft Dollar Benefits.** Adviser does not enter into agreements to direct clients' brokerage transactions to broker-dealers who provide research services to Adviser, so-called "soft dollar arrangements." Brokers that Adviser selects to execute transactions may from time to time refer clients to Adviser. Adviser will not make commitments to any broker or dealer to compensate that broker or dealer through brokerage or dealer transactions for client referrals. However, a potential conflict of interest may arise between the client's interest in obtaining best price and execution and Adviser's interest in receiving future referrals.

**Block Trading.** Adviser will block trades where practicable and when advantageous to clients. This blocking of trades permits the trading of aggregated blocks of securities on behalf of multiple client accounts, so long as transaction costs are shared equally and on a pro-rated basis between all accounts included in any such block. Block trading may allow Adviser to execute equity trades in a timelier, more equitable manner, at an average share price. For example, Adviser may block trades among clients whose accounts can be traded at a given broker, and generally will rotate or vary the order of brokers through which it places trades for clients on any particular day. Block trades remain subject to minimum commissions or ticket charges, which may be higher than the actual transaction cost. For a free copy of Adviser's block trading policy, please contact Adviser.

## **Item 13. Review of Accounts**

**Reviews.** Client portfolios are monitored on a regular basis, typically quarterly. Client accounts that receive Executive Portfolio Management services typically are reviewed at least monthly. Accounts are reviewed in the context of the investment objectives and guidelines of each model portfolio as well as any investment restrictions provided by the client. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment. Client accounts are reviewed by Clinton Lewis, Adviser's Chief Compliance Officer, by Julie Holloway, Compliance Operations Associate, or by John Smith, Nick Trentmann, Brandon Janosky, and Ismail Ghodbane, each a Portfolio Manager of Adviser.

**Reports.** In addition to the monthly statements and confirmations of transactions that clients receive from their custodian, Adviser provides quarterly reports summarizing account performance, balances and holdings. These reports will also remind the client to notify Adviser if there have been changes in the client's financial situation or investment objectives and whether the client wishes to impose investment restrictions or modify existing restrictions. For institutional clients, Adviser typically provides monthly reports to clients that summarize account performance, and provide interest rate analyses and market outlook. Please compare quarterly reports received from the Adviser to account statements received from the custodian

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

Adviser may pay referral fees to independent persons or firms ("Solicitors") for introducing clients to Adviser. Whenever Adviser pays a referral fee, Adviser requires the Solicitor to provide the prospective client with a copy of Adviser's Brochure and a separate disclosure statement that includes the following information:

- the Solicitor's name and relationship with Adviser;

- the fact that the Solicitor is being paid a referral fee;
- the amount of the referral fee; and
- whether the fee paid to Adviser by the client will be increased above Adviser's normal fees in order to compensate the Solicitor.

As a matter of firm practice, the advisory fees paid to Adviser by clients referred by Solicitors are not increased as a result of any referral.

Adviser's affiliated broker-dealer, Detalus Securities, entered into an agreement with Aequitas Capital Management, Inc. ("Aequitas") pursuant to which Detalus Securities introduced to Aequitas certain investors (including certain of Adviser's investment advisory clients), who invested in private subordinated notes issued by Aequitas Commercial Finance, LLC Private (the "Notes"). Adviser and Aequitas are not affiliated companies. As compensation for its referral services, Aequitas paid to Detalus Securities a referral fee based on the balance invested in the Notes. Aequitas confirmed that no client was charged an additional fee for the purpose of offsetting the cost of obtaining a client's investment in a Note. Adviser currently does not charge an advisory fee based on clients' assets invested in the Notes currently in default.

Adviser and Adviser's affiliated broker-dealer, Detalus Securities, entered into an agreement with Meeder Advisory Services, Inc. ("Meeder"), pursuant to which Adviser or Detalus Securities is compensated for referring clients to use Meeder's investment management services. The solicitation fee is equal to 0.10% of the client's average quarterly account balance.

## **Item 15. Custody**

Adviser does not have actual or constructive custody of client accounts, funds, or securities, except that Adviser may deduct advisory fees directly from clients' accounts with the clients' prior written consent. Each client receives periodic account statements directly from the client's custodian. Adviser urges clients to carefully review the information provided in these reports to ensure that all account transactions, holdings and advisory fees deducted are correct and current, and to compare them to any reports received from the Adviser.

## **Item 16. Investment Discretion**

Clients may hire Adviser to provide discretionary or non-discretionary asset management services.

For discretionary clients, the client grants Adviser authority to place all trades in a client's account without contacting the client prior to each trade to obtain the client's permission. Adviser's discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell;
- determine the amount of the security to buy or sell; and/or
- determine the broker-dealer to be used for the purchase or sale of securities for a client's account.

For non-discretionary clients, the client must review and approve our investment recommendations prior to implementation. With Clients' consent, we direct the custodian or other executing broker chosen by the Client to place approved trades in the Client's accounts. To facilitate the execution of these trades, non-discretionary clients grant Adviser a limited power of attorney for trading purposes only over their custodial accounts.

### **Item 17. Voting Client Securities**

Adviser currently does not vote proxies on behalf of clients. Clients maintain exclusive responsibility for: (i) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (ii) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Each client is responsible for instructing its custodian(s) to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

Adviser may provide clients with consulting assistance regarding proxy issues upon request.

### **Item 18. Financial Information**

Adviser does not require or solicit payment of fees in excess of \$1,200 per client more than six months in advance of services rendered. Therefore, Adviser is not required to include a financial statement.

As an advisory firm that maintains discretionary authority for certain client accounts, Adviser is required to disclose any financial condition that is reasonable likely to impair Adviser's ability to meet its contractual obligations. Adviser has no adverse financial circumstances to report.

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

Because Adviser is registered with the SEC, this Item does not apply.