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MARKET CONCEPTS, LLC

FORM ADV – PART 2A INFORMATION

March 31, 2014

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This Brochure provides information about the qualifications and business practices of Market Concepts, LLC (“MCL”) (CRD No. 143848). If you have any questions about the contents of this Brochure, please contact us at (804) 503-0094. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

Additional information about MCL, including a copy of its Form ADV Part 1, is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Material Changes To This Brochure Since Its Last Annual Update

Changes on March 2014

- 1. This update includes the up-to-date disclosure of assets under management under Item #4.*
- 2. This update includes the update of the potential conflicts of interest under Item #12.*
- 3. This update includes the update of the custodian relationships under Item #12*

Changes as of October 2016

- 1. Changed AUM under item #14*
- 2. Changed scope of investment advisory services available under item #4*
- 3. Removed reference to managing an open-ended mutual fund under item #4*
- 4. Removed references to 'Marketgrade' the previously offered investment product under item #4*

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Item 4 - Advisory Business

Market Concepts, LLC (“MCL”) is an investment adviser registered with the U.S. Securities and Exchange Commission (“SEC”). Individuals associated with MCL provide the advisory services on behalf of the firm. These individuals are appropriately licensed, qualified and authorized to provide advisory services on MCL’s behalf and are called Investment Adviser Representatives (“Representatives”). A majority of the membership interests in MCL are owned by Douglas Stewart and Joseph McDonald, each of which is also a Managing Member of the firm. MCL does not control any other firm. MCL serves as investment advisor to an open-end mutual fund company and also provides investment management services to a wide variety of other clients.

Investment Management for Private Client Accounts

Long-term investment performance, in large part, is primarily a function of asset class mix. Historically while interest-generating investments, such as bonds, have the advantage of relative stability of principal value, they provide little opportunity for real long-term capital growth due to their susceptibility to inflation. Passive indexing strategies and equity investments, such as common stocks, historically have had a higher expected return but have the disadvantage of much greater year-by-year variability of return. Alternative investment strategies which actively invest in bonds and equities (and other instruments) generally aim to generate a more return stream with less year-over-year variability compared to equities alone.

Utilizing traditional equity solutions along with a variety of alternative investment strategies together are expected to generate favorable results for investors.

Strategic Rebalancing

MCL maintains an investment methodology commonly referred to as trend-following; which utilizes technical analysis to determine position changes. The advisor utilizes Exchange Traded Funds to investment client assets into diversified equity and debt securities.

Monitoring - Benchmarks

Performance benchmarks have been established for each investment option. Manager performance will be evaluated in terms of an appropriate market index (e.g. the S&P 500 stock index for large-cap domestic equity manager) and the relevant peer group.

Monitoring - Measuring Costs

MCL will review at least annually all costs associated with the management of the portfolio, including:

1. Expense ratios of each ETF or mutual fund against the appropriate peer group.

2. Commission expenses charged by the custodian.
3. Investment advisory fees charged by the Investment Advisor (mConcepts)

As of December 31, 2016, MCL had assets of approximately \$2,500,000 under discretionary management and none under non-discretionary management.

Item 5 - Fees and Compensation

Fees paid to MCL are for MCL advisory services only. The fees do not include, for example, the fees charged by third parties such as third-party managers, or accountants and attorneys assisting with providing the client with accounting and legal advice. Commissions on transactions and other account fees will also be charged by brokerage firms in accordance with the account's brokerage firm's normal commission schedule. See Item 12, Brokerage Practices.

Prospective clients should be aware that in addition to MCL's advisory fees, each mutual fund in which a client's assets are invested also pays its own advisory fees and other internal expenses which already have been deducted from the fund's reported performance. Depending on the fund, a client may be able to invest directly in the shares issued by the fund with or without incurring any sales or third-party management fees. Account maintenance fees are also deducted by the custodian.

In addition, there are tax effects pertaining to fund share redemptions, and other sales, made by MCL on behalf of clients. Redemptions and sales are taxable events which may accelerate the recognition of capital gains, and losses, and frequent redemptions and sales may result in short-term, rather than long-term, capital gains and losses.

Fees are negotiated with each client on a case-by-case basis.

Item 6 - Performance Based Fees and Side-by-Side Management

MCL does not charge any performance-based fees. All fees are disclosed above.

Item 7 - Types of Clients/Minimum Account Size

MCL makes its advisory services available to a wide variety of clients including but not limited to, individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities.

Although MCL does not generally have any conditions for providing its services, MCL Representatives may negotiate a base fee for all services.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

MCL's security analysis methods include, but are not limited to, fundamental analysis (evaluating securities based upon its historical and projected financial performance); and cyclical analysis (determining the desirability of an issue based upon the status of an issue within the price cycle the security or similar securities have followed historically All securities analysis

methods and strategies, even those used by MCL may involve a high degree of risk and losses can occur.

MCL's main sources of information include, but are not limited to, financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, public filings and company press releases.

MCL does not guarantee the results of the advice given. Thus, significant losses can occur by investing in any security, or by following any strategy, including those recommended or applied by MCL.

MCL may recommend traditional exchange-traded funds ("ETF"). ETF shares are bought and sold at market price unlike mutual funds. ETFs are subject to risks similar to those of stocks.

Item 9 - Disciplinary Information

MCL does not have any disciplinary information to report regarding itself or any of its counselors or other related persons.

Item 10 - Other Financial Industry Activities and Affiliations

Most persons associated with MCL, including its Representatives, may also be registered as securities representatives of a licensed, full-service securities broker/dealer. MCL is not affiliated with any other financial services provider.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

MCL has developed a Code of Ethics applicable to all persons who have access to confidential client records or to recommendations being made for client accounts. Designed to prevent conflicts of interest between the financial interests of clients and the interests of the firm's staff, the Code requires such "access persons": to obtain preapproval of certain securities transactions, to report transactions quarterly and to report all securities positions in which they have a beneficial interest at least annually. These reporting requirements allow supervisors at the firm to determine whether to allow or prohibit certain employee securities purchases and sales based on transactions made, or anticipated to be made, in the same securities for clients' accounts. The Code also establishes certain bookkeeping requirements relating to federal reporting rules. The Code is required to be reviewed annually and updated as necessary. A complete copy of the firm's Code is available upon request.

Item 12 - Brokerage Practices (Part 1- Retail Clients)

Although it generally does not exercise discretion to select brokerage firms, MCL Representatives typically recommends the transaction and/or custodial services of Scottrade ("Scottrade") and Gar Wood ("Garwood"), and Interactive Brokers ("IB").

Clients should be aware that there is no direct link between MCL and Scottrade or GARWOOD in connection with the advice MCL gives to clients. MCL receives economic benefits through the custody and operating relationships it has with Scottrade or GARWOOD that are typically

not available to Scottrade's or GARWOOD's retail investors. These benefits include the following products and services (provided without cost or at a discount): duplicate client statements and confirmations; research-related products and tools; consulting services; access to a trading desk serving advisory representative participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees; and discounts or no fees on a compliance, marketing, research, technology, and practice management products or services provided to MCL by third-party vendors. Scottrade or GARWOOD may also pay for business consulting and professional services received by MCL's affiliated persons and may also pay or reimburse expenses (including travel, lodging, meals, and entertainment expenses) for MCL's personnel to attend conferences or meetings relating to their service platforms or to their adviser custody and brokerage services generally. Some of these products and services made available by Scottrade or GARWOOD may benefit MCL, but may not benefit its client accounts. Such other services made available by Scottrade or GARWOOD are intended to help MCL manage and further develop its business enterprise, and such services do not depend on the amount of brokerage transactions directed to them.

Clients should be aware that the receipt of the economic benefits described above by MCL from Scottrade or GARWOOD, in and of itself, creates a potential conflict of interest and may indirectly influence MCL's recommendation of Scottrade or GARWOOD for custody and brokerage services."

MCL and its Representatives may be eligible for incentive awards from product sponsors, which may affect product recommendations. Also, when certain mutual funds are included in client portfolios, Representatives giving advice may receive continuing, asset-based 12b-1 fees paid by the mutual funds. These fees are paid based on the value of the funds held in a portfolio. Thus, the Representatives have an incentive to recommend holding such positions since selling them will result in lower compensation to the Representatives

Other than the services described above, MCL and its Representatives do not direct transactions and the commissions they generate (soft dollars) to brokerage firms or other parties to receive research or other benefits.

MCL does not process transactions through Scottrade or GARWOOD in return for Scottrade referring new clients to MCL.

MCL may combine similar client orders into one aggregate order for the purpose of obtaining an average price for all customers participating in the order.

Item 12 Registered Representative Brokerage Practices (Part 2 – Applies to Retail and Institutional Clients)

The following bullet points outline the institutional brokerage activities by an officer (Joseph McDonald) of MCL who also is a registered representative at a non-affiliated broker dealer (Gar Wood Securities, LLC) which transacts client accounts for MCL.

- Mr. McDonald is an officer of “MCL” and dedicates approximately 75% of his time to managing the day-to-day activities of the investment advisory company. The other 25% is dedicated to broker/dealer activities. Mr. McDonald serves as a registered representative to a non-affiliated broker dealer, Gar Wood Securities, LLC (“the broker/dealer”). “MCL” may direct individual clients to Gar Wood Securities, LLC and Mr. McDonald as a registered representative of Gar Wood Securities, LLC may collect commissions from transactions for retail clients.
- “MCL” may recommend/require that institutional clients (mutual funds) establish brokerage accounts with a FINRA registered broker/dealer with whom an officer of “MCL” maintains a registered representative agreement (“broker/dealers”) to for execution services. “MCL” acts as the sub-advisor to a mutual fund, allowing “MCL” to select the broker dealer company to be utilized for the mutual fund. “MCL” is independently owned and operated and not affiliated with the broker/dealer of whom our officers’ registered representative agreements are maintained.
- The mutual fund of which “MCL” serves as the sub-advisor may transact business through the broker/dealer (Gar Wood Securities, LLC) generating commissions for the Mr. McDonald (an officer of “MCL”) as a registered representative of the broker/dealer.
- Clients who obtain any service that may be provided by a firm in which an officer of “MCL” serves as a registered representative, should understand that there will always be an inherent risk and potential for a conflict of interest whenever the person(s) giving advice also recommend services of a related firm and will receive, directly or indirectly, further compensation from the client for those services.
- It remains an advisor's fiduciary duty to provide services to the client that are grounded solely in the client's own, best financial interests.
- The broker/dealer's products and services that assist “MCL” in managing and administering clients' accounts may include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders; (iii) provide pricing and other market data; (iv) assist with back-office functions, recordkeeping and client reporting and (v) assist with capital introduction efforts.
- The broker/dealer may also offer other services intended to help “MCL” manage and further develop its business enterprise. These services may include: (i) trading practices consulting; (ii) publications and conferences on practice management and business succession; and (iii) and business consulting.
- Commissions charged by the broker dealer may be higher or lower than commission rates charged by other available broker-dealers for similar services. Generally, commissions are competitive with market rates. When evaluating broker dealers for use in the management of the mutual fund (as a sub-advisor), “MCL” considers whether designating the use of the broker dealer may result in certain costs or disadvantages to the

client (the fund), either because the client may pay higher commissions than might otherwise be obtainable from another broker-dealer, or receive less favorable net prices and executions of some transactions, or both.

Item 13 - Review of Accounts and Reports

Clients receiving investment advisory services receive reports at least quarterly from the account custodian and, more frequently, as determined in advance between the client and the client's Representative. The client's Portfolio is regularly reviewed by the MCL Representative in the frequency determined by the Representative and also reviewed by one or more supervisors at MCL to ensure the investments in the account are in line with the client's stated investment objectives.

Item 14 - Client Referrals and Other Compensation

MCL does not currently have any client referral relationships. Thus, it does not pay any fee to a third party for making client referrals to it. Also, as indicated above, the firm does not direct brokerage transactions to any third party, including Service Providers, in return for client referrals.

Item 15 - Custody

MCL does not take custody of client funds or securities. These safekeeping services are typically provided to managed accounts only by the brokerage firm processing the securities transactions ordered by MCL.

To the extent a client receives any account or other investment ownership statement from MCL recommends the client carefully compare the information in the report to that in the custodian's statements.

Item 16 - Investment Discretion

When providing investment management services, MCL Representatives may exercise discretion when granted such authority by a client. When MCL has such authority, Representatives may select the kind of securities to buy and sell, the amount to buy and sell and, often, the commission rates paid without obtaining specific consent from the client for each trade. Clients should be aware that Representatives may make different recommendations with respect to the same types of securities or insurance products to different advisory clients. Commissions and executions for transactions implemented through Scottrade may not be better than commissions or executions available if the client used another brokerage firm. However, MCL believes that the overall level of services and support provided to clients by Scottrade outweighs the potentially lower costs, which may be available from other brokerage arrangements.

When exercising discretion, MCL may combine orders for more than one client's account to form a "block" order for the purpose of seeking a better price and execution. When a block order is executed, the broker/dealer executing the order typically allocates an average execution price

to all shares in the block order, which MCL then allocates to each customer's position within the block on a pro rata basis. Should a block order only be partially filled, available shares are distributed in a manner fair to all accounts.

If a client directs MCL to effect transactions through a particular broker/dealer, MCL will do so. However, such an instruction may have implications to the client. The instruction may cause the client's account to incur transaction costs and commissions that may be higher/lower than if the instruction had not been given. Also, such a restriction may limit MCL's ability to bunch the client's order with those of other clients to process a block order through a single broker/dealer to obtain best price and/or execution. In addition, if MCL is effecting transactions in a security for clients by means of a block order, as well as an order in the same security, for a client who has directed MCL to use a particular broker/dealer, MCL will affect the block order immediately prior to effecting the directed brokerage trade. Thus, clients directing MCL to use a particular broker may not receive the same average price for securities bought or sold that would be received if the order was part of a block order.

Depending upon the services agreement, third-party managers used to manage client accounts may be hired or terminated by MCL, as it deems appropriate. Such managers also have authority to purchase and sell securities at their discretion.

Item 17 - Voting Client Securities MCL and its Representatives vote proxies on behalf of clients who will receive such notices from their account's custodian.

MCL does not take any action on legal notices it or a client may receive from issuers of securities held in a client's managed account. However, it is available to answer questions regarding such notices.

Item 18 - Financial Information

MCL does not require or solicit fees of more than \$1,200 six months or more in advance, thus no financial statement for MCL is attached. MCL does not have any financial condition that is reasonably likely to impair its ability to meet its contracted commitment to any client.

Privacy Policy

Your personal privacy is important. At Market Concepts, LLC, including our subsidiaries and affiliated entities, we recognize that whether you are an existing customer or are considering a relationship with us, you have an interest in how we collect, retain and use information about you and your relationship with us. We are committed to protecting your confidential information. We do this by maintaining standards and procedures designed to prevent the accidental disclosure of such information and/or its misuse. Our Customer Privacy Policy, which outlines how we accomplish the protection of your information, is set forth below.

1) Information Collection We may collect “non-public personal information” about you from the following sources: Information we receive from you on Account Applications and other account forms you provide to us; Information about your transactions with us, our affiliates, and other entities; Information we receive from third parties, such as credit bureaus, the IRS, and others. “Non-public personal information” is non-public information about you that we obtain in connection with providing a financial product or service to you. For example, non-public personal information includes information regarding your account balance, shares held, the assets you own, your investment history, etc.

2. Information Use & Sharing With Third Parties We are permitted under law to share information about our experiences or transactions with you or your account (such as your account balance, assets owned, and investment history) with affiliates. We may also share additional information about you or your account (such as information we receive from account applications and other correspondence) with our affiliates. We do not disclose information to our affiliates that does not directly relate to our or our affiliates’ experiences or transactions with your account. We are also permitted under law to disclose nonpublic information about you to “non-affiliated third parties” in certain circumstances. We may share certain kinds of customer information with these third parties solely to facilitate the offering, administration collection and delivery of our services to you, and only under strictly controlled circumstances designed to protect the privacy of your information. We require any non-affiliated third party with whom we share such information to maintain the privacy of that information. Those parties are not allowed to release, use for their own purposes, or sell, transfer or provide any customer information we share with them to any other party. You should be aware that there may be occasions where we are legally required to disclose information about you, such as in response to governmental or court order. If you decide to close your account with us, we will continue to adhere to these privacy policies. Lastly, we do not sell customer information.

3. Security Standards Access to customer information is authorized for business purposes only and only for our employees who need to know such information. We regularly train our employees on privacy and privacy security, and we have established and continuously maintain standards and procedures to protect the privacy of your information. When you use our on-line (Internet) products and services, we may collect information about you to personalize our services to you, but we do not share any such information or your email information to anyone other than our affiliates, unless compelled to do so under law.

4. Accuracy We continually strive to maintain complete and accurate information about you and your accounts. Should you ever believe that our records are inaccurate or incomplete, please call

us immediately at (804) 503-0094. We will investigate your concerns and correct any inaccuracies. We will also confirm to you the actions we have taken concerning your account.

You may also write to us at:

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