

**Item 1: Cover Page**  
**Part 2A of Form ADV: Firm Brochure**  
**April 2017**



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**Chief Compliance Officer**

This brochure provides information about the qualifications and business practices of ARQ Wealth Advisors, LLC ("ARQ"). If clients have any questions about the contents of this brochure, please contact us at 480-634-1916. 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. Additional information about our firm is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #147351. Please note that the use of the term "registered investment adviser" and description of our firm and/or our associates as "registered" does not imply a certain level of skill or training. Clients are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise clients for more information on the qualifications of our firm and our employees.

## Item 2: Material Changes

ARQ Wealth Advisors, LLC is required to make clients aware of information that has changed since the last annual update to the Firm Brochure ("Brochure") and that may be important to them. Clients can then determine whether to review the brochure in its entirety or to contact us with questions about the changes.

Since the last annual amendment filing, the following changes have been made:

- Upon the expected implementation of the Department of Labor's Fiduciary Rule, the "Compliance with the DOL Fiduciary Rule" section of our Code of Ethics disclosed herein will be effective. This addition includes, among other things, important procedures defining ARQ Wealth Advisors, LLC as a level-fee fiduciary and our compliance with the Impartial Conduct Standard.

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## Item 4: Advisory Business

Our firm is dedicated to providing individuals and other types of clients with a wide array of investment advisory services. Our firm is a limited liability company formed under the laws of the State of Arizona in 2008. Our firm is wholly owned by Richard Siegel, Gregory Yocum, James Robinson and John Remm.

Our firm provides fee-only asset management and financial planning services for many different types of clients to help meet their financial goals while remaining sensitive to risk tolerance and time horizons. As a fiduciary, it is our duty to always act in the client's best interest. This is accomplished in part by knowing the client. Our firm has established a service-oriented advisory practice with open lines of communication. Working with clients to understand their investment objectives while educating them about our process, facilitates the kind of working relationship we value.

We have voluntarily subscribed to the "Best Practices for Financial Advisors" published by The Institute for the Fiduciary Standard. The Best Practices offer a simple code of conduct and outline a commitment to clients of subscribing financial advisors. We seek to clearly articulate what a client can expect to receive from a subscribing financial advisor. These Best Practices do not replace our regulatory compliance obligations or duties to clients under relevant laws, rules, or regulations. The Institute for the Fiduciary Standard's role is limited to publishing the Best Practices as well as maintaining a corresponding register of subscribing financial advisors. You can find a complete list of the Best Practices on our website or at

<http://www.thefiduciaryinstitute.org/wp-content/uploads/2016/09/BestPracticesSpecificRequirementsSeptember132016.pdf> and verify our subscription status at [www.thefiduciaryinstitute.org](http://www.thefiduciaryinstitute.org)

### **Types of Advisory Services Offered**

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Through our Wealth Management or Wealth Accumulator services, our firm assist clients in meeting their financial goals through the use of a financial plan or consultation. Our firm conducts client meetings to understand their current financial situation, existing resources, financial goals, and risk tolerance. Based on our findings, an investment approach is presented to the client, consisting of individual stocks, bonds, ETFs, options, mutual funds and other public and private securities or investments. Upon client request, our firm provides a summary of observations and recommendations for the planning or consulting aspects of this service.

#### **Wealth Management:**

Our Wealth Management service requires a minimum portfolio balance of **\$500,000**. This service features the management of assets along with comprehensive financial planning. Participating clients will establish financial goals, have their risk tolerance evaluated, have a personalized asset allocation designed and have an investment policy statement developed. Once the appropriate portfolio has been determined, portfolios are continuously and regularly monitored, and if necessary, rebalanced based upon the client's individual needs, stated goals and objectives. The Wealth Management service is highlighted with **quarterly client meetings** which include a detailed review of client portfolios and pertinent financial planning topics. Clients have ongoing access to a financial advisor to assess live changes and financial issues. As part of the financial planning process, our firm will complete a net worth statement and cash flow based retirement and income plan along with an analysis of estate, insurance, and college planning issues on an as needed basis.

#### **Wealth Accumulator:**

Our Wealth Accumulator service requires a minimum portfolio balance of **\$125,000** and a minimum monthly contribution of \$500. This service features the management of assets along with targeted financial planning analyses. Participating clients will establish financial goals, have their risk tolerance evaluated, have a personalized asset allocation designed and have an investment policy statement developed. Once the appropriate portfolio has been determined, portfolios are continuously and regularly monitored, and if necessary, rebalanced based upon the client's individual needs, stated goals and objectives. The Wealth Accumulator Service is highlighted with **semi-annual client meetings** which include a detailed review of client portfolios and pertinent financial planning topics. Clients have ongoing access to a financial advisor to assess live changes and financial issues. As part of the financial planning process, our firm will complete an analysis of household budgets, savings planning, and college planning on an as needed basis.

### **Tailoring of Advisory Services**

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Our firm offers individualized investment advice to our clients. Each client has the opportunity to place reasonable restrictions on the types of investments to be held in the portfolio. Restrictions on investments in certain securities or types of securities may not be possible due to the level of difficulty this would entail in managing the account.

### **Participation in Wrap Fee Programs**

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Our firm at one time offered a wrap fee program as further described in Part 2A, Appendix 1 (the "Wrap Fee Program Brochure"). Our firm does not manage wrap fee accounts in a different fashion than non-wrap fee accounts. All accounts are managed on an individualized basis according to the client's investment objectives, financial goals, risk tolerance, etc. This service is only made available to our legacy clients.

## **Regulatory Assets Under Management**

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As of March 15, 2017, our firm manages \$153,158,500 on a discretionary basis and \$2,851,500 on a non-discretionary basis.

## **Item 5: Fees & Compensation**

### **Compensation for Our Advisory Services**

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For both the Wealth Management Service and Wealth Accumulator Service, portfolio values include money market funds, mutual funds, exchange traded funds, individual securities (including options), annuities, IRAs, and defined contribution plans (401(k), 403(b), and 457 plans). Portfolio values do not include bank accounts, savings bonds, real estate properties, residences, defined benefit plans, closely held stock, or life insurance cash values. Portfolio values are based on the closing prices on the last business day of each calendar quarter.

#### **Wealth Management:**

<b>Assets Under Management</b>	<b>Annual Percentage of Assets Charge</b>
First \$1,000,000	1.25%
Next \$1,000,000	1.00%
Next \$3,000,000	0.80%
Over \$5,000,000	0.60%

Fees to be assessed will be outlined in the advisory agreement to be signed by the client. Annualized fees are billed on a pro-rata basis quarterly in arrears based on the value of the account(s) on the last day of the quarter. For example, a client with a \$2,000,000 portfolio will be charged 1.25 % annually or .3125% per quarter on the first \$1,000,000, and then 1.00% annually or .25% per quarter on the second \$1,000,000. Fees are negotiable and will be deducted from client account(s). Cash flows contributed/distributed throughout the quarter will be adjusted pro-rata at the end of each billing cycle up to a certain threshold. In rare cases, our firm will agree to directly invoice. As part of this process, Clients understand the following:

- a) The client's independent custodian sends statements monthly showing the market values for each security included in the Assets and all account disbursements, including the amount of the advisory fees paid to our firm; and
- b) Clients will provide authorization permitting our firm to be directly paid by these terms. Our firm will send an invoice directly to the custodian.

#### **Wealth Accumulator:**

The annual fee charged for this service is 1.25% or an annual minimum fee of \$2,000, whichever is greater. Fees to be assessed will be outlined in the advisory agreement to be signed by the client. Annualized fees are billed on a pro-rata basis quarterly in arrears based on the value of the account(s) on the last day of the quarter. Fees are negotiable and will be deducted from client account(s). Cash flows contributed/distributed throughout the quarter will be adjusted pro-rata at the end of each billing cycle up to a certain threshold. In rare cases, our firm will agree to directly invoice. As part of this process, Clients understand the following:

- a) The client's independent custodian sends statements monthly showing the market values for each security included in the Assets and all account disbursements, including the amount of the advisory fees paid to our firm; and
- b) Clients will provide authorization permitting our firm to be directly paid by these terms. Our firm will send an invoice directly to the custodian;

### **Other Types of Fees & Expenses**

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Non-Wrap Clients will incur transaction charges for trades executed in their accounts. These transaction fees are separate from our firm's advisory fees and will be disclosed by the chosen custodian. Clients may also pay

charges imposed directly by a mutual fund, index fund, or exchange traded fund, which shall be disclosed in the fund's prospectus (i.e., fund management fees, initial or deferred sales charges, mutual fund sales loads, 12b-1 fees, surrender charges, variable annuity fees, IRA and qualified retirement plan fees, and other fund expenses). Our firm does not receive a portion of these fees.

Our firm at one time offered a wrap fee program, however, our wrap service is only made available to legacy firm clients. These clients will not incur transaction costs for trades.

### **Termination & Refunds**

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Either party may terminate the investment advisory services received from ARQ without penalty upon written notice within five (5) business days after entering in to the advisory agreement. Thereafter, either party may terminate either the Wealth Management or Wealth Accumulator service at any time by notifying the other party in writing. Upon termination, the client will be charged a pro-rated amount for time spent working on the plan, implementing the plan, transferring assets, preparing the Investment Policy Statement, and management of the assets. If advisory fees cannot be deducted, our firm will send an invoice for due advisory fees to the client.

### **Commissionable Securities Sales**

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Our firm and representatives do not sell securities for a commission in advisory accounts.

## **Item 6: Performance-Based Fees & Side-By-Side Management**

Our firm does not charge performance-based fees.

## **Item 7: Types of Clients & Account Requirements**

Our firm has the following types of clients:

- Individuals and High Net Worth Individuals;
- Trusts, Estates or Charitable Organizations;
- Pension and Profit Sharing Plans;
- Corporations, Limited Liability Companies and/or Other Business Types

Our requirements for opening and maintaining accounts or otherwise engaging us:

- Our Wealth Management service requires a minimum portfolio balance of \$500,000; and
- Our Wealth Accumulator service requires a minimum portfolio balance of \$125,000 and a minimum monthly contribution of \$500.

These minimums may be waived on a client-by-client basis at our firm's discretion.

## **Item 8: Methods of Analysis, Investment Strategies & Risk of Loss**

We may use the following analyses or strategies in managing 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:

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

**Cyclical Analysis:** In this type of technical analysis, we measure the movements of a particular stock against the overall market in an attempt to predict the price movement of the security.

**Fundamental Analysis:** We attempt 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 the 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:** We analyze past market movements and apply 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.

**Asset Allocation:** Rather than focusing primarily on securities selection, we attempt 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.

**Mutual Fund and/or ETF Analysis:** We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in another fund(s) in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy. A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.

**Long-Term Purchases:** When utilizing this strategy, we may purchase securities with the idea of holding them for a relatively long time (typically held for at least a year). A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantages of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell. We typically employ this sub-strategy when we believe the securities to be well valued; and/or we want exposure to a particular asset class over time, regardless of the current projection for this class. The potential risks associated with this investment strategy involve a lower than expected return, for many years in a row. Lower-than-expected returns that last for a long time and/or that are severe in nature would have the impact of dramatically lowering the ending value of your portfolio, and thus could significantly threaten your ability to meet financial goals.

**Short-Term Purchases:** When utilizing this strategy, we may also purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase. The potential risk associated with this investment strategy is associated with the currency or exchange rate. Currency or exchange rate risk is a form of risk that arises from the change in price of one currency against another. The constant fluctuations in the foreign currency in which an investment is denominated vis-à-vis one's home currency may add risk to the value of a security. Currency risk is greater for shorter term investments, which do not have time to level off like longer term foreign investments.

**Option Writing:** We may use options as an investment strategy. 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 us the right to buy an asset at a certain price within a specific period of time. A put gives us the holder the right to sell an asset at

a certain price within a specific period of time. We use "covered calls", in which we sell an option on a security you own. With this strategy, you receive a fee for making the option available, and the person purchasing the option has the right to buy the security from you at an agreed-upon price. The potential risks associated with these transactions are that (1) all options expire. The closer the option gets to expiration, the quicker the premium in the option deteriorates; and (2) Prices can move very quickly. Depending on factors such as time until expiration and the relationship of the stock price to the option's strike price, small movements in a stock can translate into big movements in the underlying options.

**Fixed Income Portfolio Management Investment Strategies:** We believe that a conservative, risk-averse approach to fixed income management will provide both steady incremental outperformance, and low relative volatility. The disciplined process we employ in an effort to realize this philosophy is generally grounded in four key decisions:

- Constraint of portfolio duration within a narrow range relative to the benchmark in order to limit exposure to market and interest rate risk.
- Strategic allocations to key sectors to add value relative to the benchmark.
- Proactive management of term structure to add value in different yield curve environments.
- Security selection based on rigorous credit and relative value analysis and broad diversification of nongovernment issuers.

Investing in securities involves risk of loss that clients should be prepared to bear. While the stock market may increase and the account(s) could enjoy a gain, it is also possible that the stock market may decrease and the account(s) could suffer a loss. It is important that clients understand the risks associated with investing in the stock market, are appropriately diversified in investments, and ask any questions.

#### **Description of Material, Significant or Unusual Risks**

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Our firm generally invests client cash balances in money market funds, FDIC Insured Certificates of Deposit, high-grade commercial paper and/or government backed debt instruments. Ultimately, our firm tries to achieve the highest return on client cash balances through relatively low-risk conservative investments. In most cases, at least a partial cash balance will be maintained in a money market account so that our firm may debit advisory fees for our services related to our services, as applicable.

### **Item 9: Disciplinary Information**

There are no legal or disciplinary events that are material to the evaluation of our advisory business or the integrity of our management.

### **Item 10: Other Financial Industry Activities & Affiliations**

Our firm is not registered, nor does it have an application pending to register, as a broker-dealer, registered representative of a broker dealer, futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities.

Representatives of our firm are non-practicing licensed insurance agents. Insurance products are not offered by ARQ or through its representatives. Clients will be referred to other agents or institutions should they be interested in insurance products. Compensation will not be provided to ARQ or its representatives for any of these referrals.

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

As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. Our fiduciary duty is the underlying principle for

our firm's Code of Ethics, which includes procedures for personal securities transaction and insider trading. Our firm requires all representatives to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment with our firm, and at least annually thereafter, all representatives of our firm will acknowledge receipt, understanding and compliance with our firm's Code of Ethics. Our firm and representatives must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give all clients a summary of our Code of Ethics. If a client or a potential client wishes to review our Code of Ethics in its entirety, a copy will be provided promptly upon request.

Our firm recognizes that the personal investment transactions of our representatives demands the application of a Code of Ethics with high standards and requires that all such transactions be carried out in a way that does not endanger the interest of any client. At the same time, our firm also believes that if investment goals are similar for clients and for our representatives, it is logical, and even desirable, that there be common ownership of some securities.

In order to prevent conflicts of interest, our firm has established procedures for transactions effected by our representatives for their personal accounts<sup>1</sup>. In order to monitor compliance with our personal trading policy, our firm has pre-clearance requirements and a quarterly securities transaction reporting system for all of our representatives.

Neither our firm nor a related person recommends, buys or sells for client accounts, securities in which our firm or a related person has a material financial interest without prior disclosure to the client.

Related persons of our firm may buy or sell securities and other investments that are also recommended to clients. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request.

Likewise, related persons of our firm buy or sell securities for themselves at or about the same time they buy or sell the same securities for client accounts. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request. Further, our related persons will refrain from buying or selling the same securities prior to buying or selling for our clients in the same day unless included in a block trade.

### **Compliance with Department of Labor Fiduciary Rule**

Our firm provides investment advice to assets affected by the Department of Labor ("DOL") Fiduciary Rule for a level fee. As such, we abide by the Impartial Conduct Standards as defined by the DOL. To comply with these standards, our firm and our advisors give advice that is in our clients' best interest, charge no more than reasonable compensation (within the meaning of ERISA Section 408(b)(2) and Internal Revenue Code Section 4975(d)(2), and make no misleading statements about investment transactions, compensation, conflicts of interest, and any other matters related to investment decisions.

As a level-fee fiduciary, we maintain a non-variable compensation structure that is provided on the basis of a fixed percentage of the value of assets or a set fee that does not vary with the particular investment recommended, as opposed to a commission or other transaction based fee.

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<sup>1</sup> For purposes of the policy, our associate's personal account generally includes any account (a) in the name of our associate, his/her spouse, his/her minor children or other dependents residing in the same household, (b) for which our associate is a trustee or executor, or (c) which our associate controls, including our client accounts which our associate controls and/or a member of his/her household has a direct or indirect beneficial interest in.



## Item 12: Brokerage Practices

### Selecting a Brokerage Firm

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Our firm does not maintain custody of client assets. Client assets must be maintained by a qualified custodian. Our firm seeks to recommend a custodian who will hold client assets and execute transactions on terms that are overall most advantageous when compared to other available providers and their services. The factors considered, among others, are these:

- Timeliness of execution
- Timeliness and accuracy of trade confirmations
- Research services provided
- Ability to provide investment ideas
- Execution facilitation services provided
- Record keeping services provided
- Custody services provided
- Frequency and correction of trading errors
- Ability to access a variety of market venues
- Expertise as it relates to specific securities
- Financial condition
- Business reputation
- Quality of services

With this in consideration, our firm participates in the TD Ameritrade Institutional program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. ("TD Ameritrade") member FINRA/SIPC. TD Ameritrade is an independent [and unaffiliated] SEC-registered broker-dealer. TD Ameritrade offers services to independent investment advisers which includes custody of securities, trade execution, clearance and settlement of transactions. TD Ameritrade enables us to obtain many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges. TD Ameritrade does not charge client accounts separately for custodial services. Client accounts will be charged transaction fees, commissions or other fees on trades that are executed or settle into the client's custodial account. Transaction fees are negotiated with TD Ameritrade and are generally discounted from customary retail commission rates. This benefits clients because the overall fee paid is often lower than would be otherwise.

TD Ameritrade may make certain research and brokerage services available at no additional cost to our firm. Research products and services provided by TD Ameritrade may include: research reports on recommendations or other information about particular companies or industries; economic surveys, data and analyses; financial publications; portfolio evaluation services; financial database software and services; computerized news and pricing services; quotation equipment for use in running software used in investment decision-making; and other products or services that provide lawful and appropriate assistance by TD Ameritrade to our firm in the performance of our investment decision-making responsibilities. The aforementioned research and brokerage services qualify for the safe harbor exemption defined in Section 28(e) of the Securities Exchange Act of 1934. TD Ameritrade does not make client brokerage commissions generated by client transactions available for our firm's use. The aforementioned research and brokerage services are used by our firm to manage accounts for which our firm has investment discretion. Without this arrangement, our firm might be compelled to purchase the same or similar services at our own expense.

As part of our fiduciary duty to our clients, our firm will endeavor at all times to put the interests of our clients first. Clients should be aware, however, that the receipt of economic benefits by our firm or our related persons creates a potential conflict of interest and may indirectly influence our firm's choice of TD Ameritrade as a custodial recommendation. Our firm examined this potential conflict of interest when our firm chose to recommend TD Ameritrade and have determined that the recommendation is in the best interest of our firm's clients and satisfies our fiduciary obligations, including our duty to seek best execution.

Our non-wrap fee clients may pay a transaction fee or commission to TD Ameritrade that is higher than another qualified broker dealer might charge to effect the same transaction where our firm determines in good faith that the commission is reasonable in relation to the value of the brokerage and research services provided to the client as a whole.

In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Although our firm will seek competitive rates, to the benefit of all clients, our firm may not necessarily obtain the lowest possible commission rates for specific client account transactions.

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### **Soft Dollars**

Our firm does not receive soft dollars in excess of what is allowed by Section 28(e) of the Securities Exchange Act of 1934. The safe harbor research products and services obtained by our firm will generally be used to service all of our clients but not necessarily all at any one particular time. On occasion, ARQ Wealth Advisors will share the cost of a client event with one of its strategic partners.

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### **Client Brokerage Commissions**

TD Ameritrade does not make client brokerage commissions generated by client transactions available for our firm's use.

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### **Client Transactions in Return for Soft Dollars**

Our firm does not direct client transactions to a particular broker-dealer in return for soft dollar benefits.

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### **Brokerage for Client Referrals**

Our firm does not receive brokerage for client referrals.

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### **Directed Brokerage**

In certain instances, clients may seek to limit or restrict our discretionary authority in making the determination of the brokers with whom orders for the purchase or sale of securities are placed for execution, and the commission rates at which such securities transactions are effected. Clients may seek to limit our authority in this area by directing that transactions (or some specified percentage of transactions) be executed through specified brokers in return for portfolio evaluation or other services deemed by the client to be of value. Any such client direction must be in writing (often through our advisory agreement), and may contain a representation from the client that the arrangement is permissible under its governing laws and documents, if this is relevant.

Our firm provides appropriate disclosure in writing to clients who direct trades to particular brokers, that with respect to their directed trades, they will be treated as if they have retained the investment discretion that our firm otherwise would have in selecting brokers to effect transactions and in negotiating commissions and that such direction may adversely affect our ability to obtain best price and execution. In addition, our firm will inform clients in writing that the trade orders may not be aggregated with other clients' orders and that direction of brokerage may hinder best execution.

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### **Special Considerations for ERISA Clients**

A retirement or ERISA plan client may direct all or part of portfolio transactions for its account through a specific broker or dealer in order to obtain goods or services on behalf of the plan. Such direction is permitted provided that the goods and services provided are reasonable expenses of the plan incurred in the ordinary

course of its business for which it otherwise would be obligated and empowered to pay. ERISA prohibits directed brokerage arrangements when the goods or services purchased are not for the exclusive benefit of the plan. Consequently, our firm will request that plan sponsors who direct plan brokerage provide us with a letter documenting that this arrangement will be for the exclusive benefit of the plan.

### **Client-Directed Brokerage**

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Our firm allows clients to direct brokerage outside our recommendation. Our firm may be unable to achieve the most favorable execution of client transactions. Client directed brokerage may cost clients more money. For example, in a directed brokerage account, clients may pay higher brokerage commissions because our firm may not be able to aggregate orders to reduce transaction costs, or clients may receive less favorable prices.

### **Aggregation of Purchase or Sale**

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Our firm provides investment management services for various clients. There are occasions on which portfolio transactions may be executed as part of concurrent authorizations to purchase or sell the same security for numerous accounts served by our firm, which involve accounts with similar investment objectives. Although such concurrent authorizations potentially could be either advantageous or disadvantageous to any one or more particular accounts, they are affected only when our firm believes that to do so will be in the best interest of the effected accounts. When such concurrent authorizations occur, the objective is to allocate the executions in a manner which is deemed equitable to the accounts involved. In any given situation, our firm attempts to allocate trade executions in the most equitable manner possible, taking into consideration client objectives, current asset allocation and availability of funds using price averaging, proration and consistently non-arbitrary methods of allocation. We do not use block trades at this time.

## **Item 13: Review of Accounts or Financial Plans**

Our management personnel or financial advisors review accounts on at least an annual basis for our clients. The nature of these reviews is to learn whether client accounts are in line with their investment objectives, appropriately positioned based on market conditions, and investment policies, if applicable. Performance reports are provided to all clients. Our firm may review client accounts more frequently than described above. Among the factors which may trigger an off-cycle review are major market or economic events, the client's life events, requests by the client, etc.

## **Item 14: Client Referrals & Other Compensation**

### **TD Ameritrade, Inc.**

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Our firm may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between our firm's participation in the program and the investment advice given to clients, although we receive economic benefits through our participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving our firm's 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 to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to us by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by our firm's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit our firm but may not benefit our client accounts. These products or services may assist us in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help us manage and further develop our business enterprise. The

benefits received by our firm or our personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of our fiduciary duties to our clients, we endeavor at all times to put the interests of our clients first. Clients should be aware, however, that the receipt of economic benefits by our firm or our related persons in and of itself creates a potential conflict of interest and may indirectly influence our firm's choice of TD Ameritrade for custody and brokerage services.

### **Referral Fees**

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Our firm does not pay or accept referral fees (non-commission based) to independent solicitors (non-registered representatives) for the referral of their clients to our firm in accordance with Rule 206 (4)-3 of the Investment Advisers Act of 1940.

## **Item 15: Custody**

All of our clients receive account statements directly from their qualified custodians at least quarterly upon opening of an account. If our firm decides to also send account statements to clients, such notice and account statements include a legend that recommends that the client compare the account statements received from the qualified custodian with those received from our firm. Clients are encouraged to raise any questions with us about the custody, safety or security of their assets and our custodial recommendations.

## **Item 16: Investment Discretion**

Clients have the option of providing our firm with investment discretion on their behalf, pursuant to an executed investment advisory client agreement. By granting investment discretion, our firm is authorized to execute securities transactions, determine which securities are bought and sold, and the total amount to be bought and sold. Limitations may be imposed by the client in the form of specific constraints on any of these areas of discretion with our firm's written acknowledgement.

## **Item 17: Voting Client Securities**

Our firm does not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. In the event that proxies are sent to our firm, our firm will forward them to the appropriate client and ask the party who sent them to mail them directly to the client in the future. Clients may call, write or email us to discuss questions they may have about particular proxy votes or other solicitations.

## **Item 18: Financial Information**

Our firm is not required to provide financial information in this Brochure because: (1) Our firm does not require the prepayment of more than \$1,200 in fees when services cannot be rendered within 6 months; (2) Our firm does not take custody of client funds or securities; and (3) Our firm does not have a financial condition or commitment that impairs our ability to meet contractual and fiduciary obligations to clients.

Our firm has never been the subject of a bankruptcy proceeding.

**Item 1: Cover Page**  
**Part 2B of Form ADV: Brochure Supplement**  
**April 2017**



**9375 E. Shea Blvd, Suite 100**  
**Scottsdale, AZ 85260**  
**[www.ARQWealth.com](http://www.ARQWealth.com)**

**Firm Contact:**  
**Gregory C. Yocum, II**  
**Chief Compliance Officer**

This brochure supplement provides information about John Remm, James Robinson, Anthony Ruggieri, Richard Siegel, Gregory Yocum, II that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Yocum if you did not receive ARQ Wealth Advisors, LLC's ("ARQ") brochure or if you have any questions about the contents of this supplement. Additional information about ARQ's is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Professional Certifications:

### **Accredited Investment Fiduciary (AIF®)**

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

### **Chartered Financial Analyst (CFA®)**

The CFA® charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA® Institute — the largest global association of investment professionals. To earn the CFA® charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA® Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA® Institute Code of Ethics and Standards of Professional Conduct. The CFA® Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA® charter, visit [www.CFAinstitute.org](http://www.CFAinstitute.org).

### **Certified Financial Educator (CFEd®)**

The CFEd® is offered through The Heartland Institute of Financial Education (“HIFE”). CFEd® designation is a registered designation awarded to individual practitioners who have: (1) A minimum of 3-years of experience in financial services; (2) Experience in teaching adult learners; (3) Demonstrated to be in good standing with financial federal & state regulators; and (4) Willingness and effort to financially educate and enlighten others. 12 hours of continuing education per year is required to maintain this designation. Each CFEd® must annually renew their designation through a 2-step process: (1) Payment of the annual CFEd® Renewal Fee and continue to be “in good standing” with federal and state regulators; and (2) 12 hours of approved continuing education requirement. Acceptable continuing education courses include subject topics addressing the area of financial planning, including (but not necessarily limited to) the planning process, risk management, debt management, cash flow management, investment planning, tax planning, retirement planning, business planning, employee benefits, planned giving, estate planning and strategies, ethics, etc. State-approved continuing education for licensing renewal purposes counts toward the HIFE continuing education requirement. 2 hours of the 12 hours must include a review of instructor issues relative to teaching financial wellness to adult learners.

### **Certified Financial Planner, CFP®**

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam (administered in 10 hours over a 2-day period) and agreeing to be bound by the CFP® board’s standard of professional conduct. As a prerequisite, the individual must

have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

### **Retirement Income Certified Professional, RICP®**

The RICP program consists of three courses: Retirement Income Process, Strategies and Solutions; Sources of Retirement Income; and Managing the Retirement Income Plan. It is designed for financial professionals who already have a broad-based financial planning credential such as Chartered Financial Consultant, Certified Financial Planner, or whose businesses already emphasize retirement income planning. Applicants must have three-plus years of relevant work experience, complete the three courses (which are all administered online), and pass 3 100-question exams. RICPs must adhere to a code of ethics and meet continuing education and reporting requirements.

## **Richard A. Siegel, CFP®**

**Year of Birth:** 1969 | **CRD #:** 2857109

### **Educational Background:**

- 1991: State University of New York at Albany; Bachelor of Arts in Psychology & Business Administration
- 2001: College for Financial Planning; Certificate in Financial Planning

### **Business Background:**

- 08/2008 – Present ARQ Wealth Advisors, LLC; Managing Partner & Investment Advisor
- 08/1996 – 07/2008 The Vanguard Group; Senior Financial Planner

### **Exams, Licenses & Professional Designations**

- 2001: Certified Financial Planner

**Disciplinary Information:** There are no legal or disciplinary events material to the evaluation of Mr. Siegel.

**Other Business Activities:** Mr. Siegel does not have any outside business activities to report.

**Additional Compensation:** Mr. Siegel does not receive any other economic benefit for providing advisory services in addition to advisory fees.

**Supervision:** Mr. Yocum supervises and monitors Mr. Siegel's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Yocum if you have any questions about Mr. Siegel's brochure supplement at 480-634-1916.

## Gregory C. Yocum, II, AIF®, CFP®

**Year of Birth:** 1975 | **CRD #:** 2981407

### **Educational Background:**

- 1997: Northern Arizona University; Bachelor of Arts in Business Administration
- 2003: College for Financial Planning; Certificate in Financial Planning

### **Business Background:**

- 08/2008 – Present ARQ Wealth Advisors, LLC; Partner, Chief Compliance Officer & Investment Advisor
- 02/1998 – 07/2008 The Vanguard Group; Senior Financial Planner

### **Exams, Licenses & Professional Designations**

- 2001: Certified Financial Planner
- 2016: Accredited Investment Fiduciary

**Disciplinary Information:** There are no legal or disciplinary events material to the evaluation of Mr. Yocum.

**Other Business Activities:** Mr. Yocum does not have any outside business activities to report.

**Additional Compensation:** Mr. Yocum does not receive any other economic benefit for providing advisory services in addition to advisory fees.

**Supervision:** Mr. Siegel supervises and monitors Mr. Yocum's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Siegel if you have any questions about Mr. Yocum's brochure supplement at 480-634-1915.

## James N. Robinson, AIF®, RICP®

**Year of Birth:** 1974 | **CRD #:** 6323466

### **Educational Background:**

- 2004: University of Texas, El Paso; Bachelor of Arts in Psychology & Business Management

### **Business Background:**

- 09/2014 – Present ARQ Wealth Advisors, LLC; Partner & Investment Advisor
- 04/2014 – 09/2014 Trajan Wealth, LLC; Investment Advisor
- 01/2004 – 02/2014 Financial Independent Group, Inc; Marketing Consultant

### **Exams, Licenses & Professional Designations**

- 2016: Accredited Investment Fiduciary
- 2016: Retirement Income Certified Professional

**Disciplinary Information:** There are no legal or disciplinary events material to the evaluation of Mr. Robinson.



**Other Business Activities:** Mr. Robinson is a non-practicing licensed insurance agent. Insurance products are not offered by ARQ or through Mr. Robinson. Clients will be referred to other agents or institutions should they be interested in insurance products. Compensation will not be provided to ARQ or Mr. Robinson for any of these referrals.

**Additional Compensation:** Mr. Robinson does not receive any other economic benefit for providing advisory services in addition to advisory fees.

**Supervision:** Mr. Yocum and Mr. Siegel supervise and monitor Mr. Robinson's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Yocum or Mr. Siegel if you have any questions about Mr. Robinson's brochure supplement at 480-634-1916.

### **John C. Remm, CFA, CFP®**

**Year of Birth:** 1968 | **CRD #:** 3220220

**Educational Background:**

- 1990: Indiana University; Bachelor of Science in Accounting
- 1998: Western Connecticut State University; MBA

**Business Background:**

- 03/2015 – Present ARQ Wealth Advisors, LLC; Partner & Investment Advisor
- 04/1999 – 03/2015 The Vanguard Group; Senior Financial Advisor

**Exams, Licenses & Professional Designations**

- 2002: Certified Financial Planner
- 2003: Chartered Financial Analyst

**Disciplinary Information:** There are no legal or disciplinary events material to the evaluation of Mr. Remm.

**Other Business Activities:** Mr. Remm does not have any outside business activities to report.

**Additional Compensation:** Mr. Remm does not receive any other economic benefit for providing advisory services in addition to advisory fees.

**Supervision:** Mr. Yocum and Mr. Siegel supervise and monitor Mr. Remm's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Yocum or Mr. Siegel if you have any questions about Mr. Remm's brochure supplement at 480-634-1916.