



Form ADV Part 2A Appendix 1

Strategic Blueprint Advisor Directed Program
Wrap Fee Brochure

This wrap fee brochure provides information about the qualifications and business practices of Strategic Blueprint, LLC ("Strategic Blueprint"). If you have any questions about the contents of this Brochure, please contact us at (678)954-4130. 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.

Strategic Blueprint is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. Additional information about Strategic Blueprint (CRD #284840) also is available on the SEC's website at www.adviserinfo.sec.gov.

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August 10, 2018

ITEM 2 – MATERIAL CHANGES

The Strategic Blueprint, LLC (“Strategic Blueprint”) published the last annual update of its Part 2A Disclosure Brochure on March 28, 2018. *Appendix 1 Strategic Blueprint Advisor Directed Program Brochure*, originally published on October 6, 2016, was updated on July 18, 2017. *Appendix 1 Blueprint Design UMA Brochure* was originally published on July 18, 2017. The Annual Updating Amendment for all Brochures is dated March 28, 2018. The *Advisor Directed Program Brochure* has been subsequently revised on April 6, 2018 with Item 6 below.

All Brochures were updated August 10, 2018 with no material changes.

Revisions since the last annual update or original publication date include:

1. The name of the *Strategic Blueprint Managed Account Program* was changed to *Strategic Blueprint Advisor Directed Program*.
2. The method of billing for this program was updated to reflect that fees are assessed in arrears based on the average daily balance of the managed account.
3. Strategic Blueprint offers a unified managed account option, as described in the *Appendix 1 Blueprint Design UMA Brochure*.
4. SFA Partners, affiliated through common ownership with Strategic Blueprint, was formed for branding purposes, and provides shared services to its affiliates, Strategic Blueprint, The Strategic Financial Alliance, Inc., and SFA Insurance Services. These services include marketing, advisor relations, human resources, recruiting, accounting and due diligence.
5. Strategic Blueprint does not maintain physical custody of your funds or securities. However, based on SEC guidance, we now disclose that we have custody when you execute a Standing Letter of Authorization (SLOA) which allows your Advisory Representative to request disbursements be sent from your account to payees as specified by you in the SLOA at designated addresses or to designated account numbers. Please refer to Section 15 of the Part 2A Disclosure Brochure for more information.
6. Public, non-traded interval funds and preferred stock of traded REITS, if available on the TD Ameritrade platform, are not excluded from discretionary trading in the *Advisor Directed Program*, where discretion is authorized by the account owner. You may restrict use of such investments in your account.

Annual Update

We will provide you a Summary of Material Changes to this and subsequent Brochures within 120 days of the close of our business fiscal year (December 31). We may provide other ongoing disclosure information about material changes as necessary.

Brochure Availability

We will provide our most current Brochure upon request at any time, without charge. Our Brochure may be requested by contacting our Chief Compliance Officer at (678) 954-4130.

Additional information about Strategic Blueprint (CRD #284840) and its Advisory Representatives is available on the SEC’s web site at www.adviserinfo.sec.gov.



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ITEM 4 – SERVICES, FEES AND COMPENSATION

Strategic Blueprint, LLC (“Strategic Blueprint”) is an Investment Adviser registered with the Securities and Exchange Commission (“SEC”). Strategic Blueprint is an Atlanta-based Georgia corporation, formed in 2016, and a wholly owned subsidiary of SFA Holdings, Inc. (“SFAH”). Julie Sullivan, President, and LaRee Holloway, Controller and Vice President, are the Managers of Strategic Blueprint. Clive Slovin is the President and CEO of SFAH.

Through its network of independent Advisory Representatives, Strategic Blueprint offers a range of advisory services.

As of June 30, 2018 Strategic Blueprint managed assets valued at approximately \$129.6 million, on a discretionary basis.

PROGRAM DESCRIPTION

Strategic Blueprint offers portfolio management through its *Strategic Blueprint Advisor Directed Program* (“the Program”). Through the Program, our Advisory Representatives work with you to develop long term, individualized strategies to help meet your investment goals through portfolio design, asset allocation, portfolio monitoring, and consolidated reporting.

You may invest in no-load or load-waived mutual funds, variable products, stocks, bonds, illiquid alternative investments, exchange traded funds, commercial paper, money market shares, and CDs, according to your needs, goals, objectives, and preferences. Your Advisory Representative may also recommend an independent, third-party asset manager or strategist to manage all or part of your portfolio. The Program is available to individual clients, high net worth individuals, pension and profit sharing plans, corporations, trusts, estates, charitable organizations, and other business entities.

Before participating in the program, you will receive an initial consultation with your Advisory Representative to help determine your financial situation, including investment history, goals and objectives, risk tolerance, and special interests or concerns. Based on this consultation, your Advisory Representative will work with you to design a portfolio intended to meet your goals as they have been identified during the consultation.

Your Advisory Representative will assist you in establishing a brokerage account with TD Ameritrade Institutional (“TD Ameritrade”), a division of TD Ameritrade, Inc., member FINRA/SIPC, which will provide clearing and custody for your account(s).

Your Advisory Representative will review the strategy periodically, and may recommend changes in the asset allocation among securities as market conditions and/or your circumstances change. It is important that you contact your Advisory Representative if your financial situation or objectives change.

FEES, BILLING AND COMPENSATION

Strategic Blueprint offers two fee structures: an All-Inclusive Account (“Wrap Fee”) in which you pay an asset-based fee (“Advisory Fee”) that includes transactions costs; and a Non-Inclusive Account (“Non-Wrap Fee”) in which you pay the transactions costs in addition to the Advisory Fee. Advisory Fees are negotiable, and are fully described in the Investment Management Agreement for services (“Agreement”).

The Advisory Fee, as negotiated with your Advisory Representative, is based on an annualized percentage of the value of the assets in the Program Account. The fee will be assessed and billed monthly or quarterly (“billing period”) in arrears, as specified in your Management Agreement. The fee for any given billing period is debited by the custodian from your account at the beginning of the next billing period. It is calculated based on the average daily balance of the Program Account as determined by the custodian. The average daily balance will include margined securities and accruals (e.g., unpaid interest and dividends).

The average daily balance is multiplied by the annual Advisory Fee specified in your Investment Management Agreement, multiplied by the number of days in the billing period, and then divided by 365 (the number of days in the year). Your account statement will show the fee for the billing period and the assets on which it was calculated.

The Advisory Fee does not include the expenses associated with the underlying securities in your portfolio or the miscellaneous fees described below under “Additional Expenses.”

The Advisory Fee is negotiated with your Advisory Representative for managing your Account(s). The Advisory Fee you pay may differ from the fees negotiated by other clients for similar services.

The first fee will be billed at the beginning of the next billing period following execution of the Agreement and the funding of your account. The fee will be based upon the average daily balance for the number of days for which the Account was funded during the period.

If the account is funded at any time other than the first day of a billing period, the payment will be prorated.

Through execution of the Agreement, you authorize us in writing to direct your custodian to pay the Advisory Fee directly to us by charging your account.

The following are the maximum advisory fees applied to this program.

THE PROGRAM - ALL INCLUSIVE PROGRAM

Account Value	Maximum Annual Advisory Fee
First \$250,000	2.25%
Next \$250,000 to \$500,000	2.15%
Next \$500,000 to \$1,000,000	2.00%
Next \$1,000,000 to \$2,000,000	1.75%
Next \$2,000,000 to \$5,000,000	1.50%
Above \$5,000,000	1.25%
All fees are negotiable. Minimum Annual Fee is \$75.00	

Transaction Charges

No transaction or custody charges are assessed to you for transactions in these accounts. Transaction costs are paid by your Advisory Representative out of the Advisory Fee. Certain nominal fees and charges beyond Strategic Blueprint's control, such as reorganization charges, termination fees, wires and postage, are assessed against the account.

THE PROGRAM – NON-INCLUSIVE PROGRAM

Account Value	Maximum Annual Advisory Fee
First \$250,000	2.15%
From \$250,000 to \$500,000	2.05%
Next \$500,000 to \$1,000,000	1.90%
Next \$1,000,000 to \$2,000,000	1.65%
Next \$2,000,000 to \$5,000,000	1.40%
Above \$5,000,000	1.15%
All fees are negotiable. Minimum Annual Fee is \$75.00	

Transaction Charges for Non-Inclusive Program

Transaction fees may be charged by the custodian (1) on a per transaction basis of \$6.95 for each individual securities transaction or \$17.95 for each mutual fund transaction; or (2) an asset based fee of ten basis points (0.0010). For example, if your account value is \$200,000, you would be charged an annual fee of \$200.00 for all transactions. There is a minimum \$100 annual asset based transaction fee. Consideration should be given to the size of your account and the number of transactions during a period of time. The method of payment for transactions is specified in the Agreement. Certain nominal fees and charges beyond Strategic Blueprint's control, such as reorganization charges, termination fees, wires and postage, are also assessed against the account.

If you authorize the purchase of certain alternative or illiquid investments, such as private equity, non-traded REITS, or private placements, the custodian will assess a \$100.00 transaction fee and a \$150.00 annual fee for holding the security in your account.

Commissions and other fees for transactions executed through TD Ameritrade may be higher than commissions and other fees available if you use another custodian firm to execute transactions and maintain custody of your account.

The custodian of your account will provide you with its fee schedule at account opening. Selected mutual funds and Exchange Traded Funds (“ETFs”) are available through the custodian for no transaction fee (“NTF funds”) in the Non-Inclusive Program. When your Advisory Representative recommends or selects funds which are not on the NTF Fund list, you will pay transaction fees, the cost of which may reduce the performance of the portfolio.

The scheduled Advisory Fees for the All-Inclusive Program are higher than the Non-Inclusive Program because transaction charges are paid by your Advisory Representative out of the Management Fee. This may create an incentive for your Advisory Representative to limit the number of transactions in your account. Your Advisory Representative will consider these costs when negotiating the Management Fee with you. When deciding whether to select an All-Inclusive or Non-Inclusive account, you should base your decision upon trading activity anticipated and the types of securities utilized in the account.

Please consider that, depending upon the level of the wrap fee charges, the amount of portfolio activity in the account, the value of services provided under the investment program, and other factors, the wrap fee may cost you more than the aggregate cost of services if they were provided separately. Therefore, Advisory Representatives may have a financial incentive to recommend the wrap fee program over other programs or services. Generally, wrap programs are relatively less expensive for actively traded accounts. However, they may result in higher overall costs to you in accounts that experience little trading activity.

Please review the trading activity in your account when you receive statements.

ADDITIONAL EXPENSES

In addition to the Advisory Fee, depending on the securities in your portfolio and the type of account, your investment account may also be charged:

- internal fees and expenses charged by mutual funds, ETFs and variable annuities;
- fees charged by third party asset managers;
- custodial fee of \$150.00 for each illiquid investment held in the account;
- interest charges and associated fees, and expenses associated with use of margin;
- maintenance and termination fees for IRAs, certain retirement and qualified accounts; and,
- other fees and taxes on brokerage accounts and securities transactions.

Mutual fund companies, ETFs, and variable annuity issuers charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by us. Class B, C, and similar mutual fund shares, and variable products held in accounts may incur sales

charges when sold or redeemed. Complete details of these internal fees and expenses are explained in the prospectuses for each investment. We encourage you to read these documents before making or authorizing any investments. Your Advisory Representative will be available to answer any questions you have about fees and expenses. Your Advisory Representative will work to identify share classes designed for managed accounts which will generally have lower expenses.

Advisory fees on Program Accounts with margin are calculated based on the gross market value of all securities within the account. This will result in a higher fee billed to the account than if the margin debt were subtracted from the total market value of the account.

STRATEGIC BLUEPRINT AND ADVISORY REPRESENTATIVE COMPENSATION

The Advisory Representative managing your Program account will receive a substantial portion of the advisory fee paid to Strategic Blueprint as a result of his/her services and the client's participation in the Program. In the all-inclusive program, your Advisory Representative will pay the transaction fees resulting from trading in your account. Payment of these transaction fees may motivate your Advisory Representative to limit trading activities in your account. In negotiating your advisory fee, you and your Advisory Representative should take these charges and the amount of anticipated trading into consideration. The amount of this compensation may be more or less than the amount the Advisory Representative would receive if you participated in other company programs or paid separately for investment advice, brokerage, and other services.

Strategic Blueprint charges its Advisory Representatives for the services it provides to support their advisory business, including a Client Relationship Management system, performance reporting software, and email and document archiving.

If you have selected the Non-Inclusive Program, when you purchase mutual fund shares or alternative investments through the custodian, you will pay a transaction fee that would not be charged if the transaction were made directly through the issuer. Also, mutual funds held in accounts at brokerage firms may charge internal fees that are different from mutual funds held at the mutual fund company. Internal fees and expenses of funds are described in their respective prospectuses.

If you purchase investments directly through the issuer, they will not be part of our advisory relationship with you. This means that they will not be included in our investment strategies, investment performance monitoring, or investment reallocations.

In certain circumstances, third party advisors, mutual fund companies, alternative product sponsors, insurance companies, and other product vendors will pay directly or indirectly additional compensation to Strategic Blueprint. This additional compensation, for example, could include, but is not limited to, solicitor fees, marketing allowances, support for Strategic Blueprint conferences, meetings and/or functions. Non-cash compensation can include software, training or other tools and services to facilitate Strategic Blueprint's and its Advisory Representatives' business.

NEGOTIATION OF FEES AND COMPENSATION

Management Fees are negotiated on a case-by-case basis, depending on a variety of factors, including the nature and complexity of the particular service, your relationship with Strategic Blueprint and your Advisory Representative, the size of the Account, the potential for other business or clients, the amount of work anticipated and the attention needed to manage your Account. Your Advisory Representative may negotiate fees that are higher or lower than those negotiated by other Strategic Blueprint Advisory Representatives for similar services. Please note that the same or similar services as those described above may be available through other providers at a lower cost.

Advisory Fees can be negotiated but not waived for the All-Inclusive program, in which the transactions fees are included in the management fee. Accounts where Advisory Fees are waived will be transferred to the Non-Inclusive program, in which the transaction fees are charged to the account holder separately from the Advisory Fee.

OPTIONAL LIMITED TRADING AUTHORIZATION/DISCRETION

You may choose to grant limited trading authorization in order to facilitate management of portfolios consistent with your stated investment objectives. This limited authority gives investment discretion as to the selection of securities, number of shares to be bought or sold, and the time of execution.

Discretion applies only to the selection and amount of general securities, including stocks, bonds, commercial paper, money market shares, and exchange traded funds; variable insurance sub-accounts; and, open-end and closed-end mutual funds bought and sold in your Account. Discretion may also be authorized for the selection of third party asset managers (co-advisers or sub-advisers) to manage all or a part of your portfolio. This discretionary authority would permit your Advisory Representative to reallocate among managers.

Variable annuity contracts and alternative investments, including private placements, direct participation programs, and non-traded REITs, may not be purchased on a discretionary basis. Public, non-traded interval funds and preferred stock of REITs (if available on the TD Ameritrade platform) may be purchased on a discretionary basis in your account, unless otherwise restricted by you. These investments may have limited liquidity (for example, tiered redemption fees or quarterly, rather than daily, liquidity). You may restrict these types of investments in your account by indicating your preferences in your *Investment Management Agreement*.

Discretion does not extend to deposits into or withdrawals from accounts. All Program accounts are held at, and trades executed through, TD Ameritrade.

You must authorize discretion in writing, through the *Discretionary Investment Management Agreement*, and you may withdraw the authorization, in writing, at any time. Advisory Representatives must receive the approval of Strategic Blueprint's Chief Supervisory Officer or Chief Compliance Officer prior to offering discretionary portfolio management.

You may choose a *Non-Discretionary Investment Management Agreement*, which requires your Advisory Representative to confer with you before causing a transaction in your Account.

TERMINATION

You and Strategic Blueprint have the right to terminate the Agreement and advisory relationship at any time with or without cause. Termination is effective within 30 days of receipt of your notice to Strategic Blueprint, unless a later date is requested in your notice and agreed to by Strategic Blueprint. For your convenience, Strategic Blueprint may accept your request for termination by telephone. You may terminate your Agreement without penalty within five business days of executing the Advisory Agreement.

If the Agreement is terminated before the end of a billing period (e.g., mid-month or mid-quarter), the Advisory Fee will be prorated for the number of days during the billing period in which services were provided.

If you choose to terminate an Account within the first calendar year after the Account is opened, you will be assessed a fee ("Administrative Fee") of \$200 to defray initial account setup and administration costs. Such a fee will be paid in the same manner as the Advisory Fee.

Strategic Blueprint may waive the Administrative Fee in its sole discretion. You will be responsible for any transactions initiated prior to termination. Such redemption or liquidation may affect the asset allocation and/or market value of the Account, and may also have tax consequences. In addition, early redemption fees or similar fees for mutual funds and other products may be applicable as described in the product's prospectus or other offering documents. Certain assets that may be transferred or held in the Account may not be accepted by another investment adviser or custodian. Strategic Blueprint will use reasonable efforts to follow your instructions regarding the disposition of Account assets; however, assets that are not accepted by the receiving investment adviser or broker-dealer may require liquidation or a different custodian from the one you have selected.

ITEM 5 – ACCOUNT REQUIREMENTS AND TYPES OF CLIENTS

Strategic Blueprint requires a minimum account size of \$25,000 for managed accounts. Exceptions may be made for certain IRA accounts, where it is determined that a managed account is in the best interest of the IRA Account holder. A minimum fee of \$75.00 will be assessed for an account. This minimum account size serves as a guideline. Strategic Blueprint, at its sole discretion, may waive this minimum account requirement and the minimum account fee.

Should the value of your managed account fall below the minimum requirement of \$25,000 and remain 20% below the minimum (or below \$20,000) for two consecutive quarters, then, at the discretion of Strategic Blueprint or the Advisory Representative, the advisory contract could be terminated and the assets would no longer be managed. It may be recommended that the assets be transferred to a non-managed brokerage account.

Strategic Blueprint provides investment advisory services to individuals, high net-worth individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, corporations, and other business entities.

ITEM 6 – PORTFOLIO MANAGER SELECTION AND EVALUATION

Your Advisory Representative is the sole portfolio manager available with respect to the Program. Please refer to your Advisory Representative's Supplement to this Brochure for information about his or her education and business experience. Your Advisory Representative must be properly registered, have at least five years experience in the financial services industry (or equivalent experience as determined by Strategic Blueprint), and be approved by Strategic Blueprint's management as a portfolio manager in the Program.

When your Advisory Representative works with one or more Advisory Representatives in partnership to manage your account, you will receive the Supplement for each Advisory Representative who participates in the management of your account(s).

Affiliated and unaffiliated service providers may develop asset allocation models. Your Advisory Representative may also develop asset allocation models or use others from outside independent sources. Each representative develops his or her own methods of analysis, sources of information, and investment strategies. As such, recommendations by representatives, individual investment portfolios, and performance will differ.

Your Advisory Representative will manage accounts on an ongoing basis. At least annually (or more frequently, as agreed), your Advisory Representative will review accounts with you to discuss the portfolio and performance, any changes in your financial profile or investment goals, and recommend changes that may be warranted.

The account custodian will provide quarterly brokerage statements, and monthly brokerage statements for months in which there is account activity. Performance reports are made available to you as agreed with your Advisory Representative. You may contact your Advisory Representative or the Strategic Blueprint home office at (678)954-4000 when you have questions or concerns about your account, financial situation, or investment needs. Please note that your Advisory Representative may not be readily available for unscheduled or unannounced visits or calls.

CLIENT TAILORED SERVICES AND CLIENT IMPOSED RESTRICTIONS

Your Advisory Representative develops and recommends a strategy based on the information you provide about your financial profile using his or her knowledge and experience. It is very important that you communicate changes in your information so your Advisory Representative can make recommendations and manage your account in a manner that is consistent with your objectives, risk tolerance, and time horizon. You may impose reasonable restrictions on the manner in which your

account is managed, such as limiting investments to certain types of securities or asset classes, in accordance with your values, beliefs, or preferences.

WRAP FEE PROGRAMS

You may select the All-Inclusive Program (“wrap fee program”) in which the asset-based Advisory Fee includes transaction fees assessed by the account custodian. Alternatively, you may select a program in which you pay transaction fees in addition to the Advisory Fee. You and your Advisory Representative, together, agree on the asset-based fee applied to the management of the account (“Advisory Fee”), based on the program’s published maximum fee schedule. We do not manage the All-Inclusive program accounts in a manner different from the Non-Inclusive Program accounts, except as mentioned above. The All-Inclusive Program is more suitable when the portfolio strategy includes more active trading.

Strategic Blueprint will offer wrap fee and non-wrap fee programs sponsored by third-party asset managers. These programs are fully described, including fees and expenses, in their respective ADV Part 2A Appendix 1 Disclosure Brochures. Disclosure brochures for these programs are available upon request to your Advisory Representative, at no charge.

OTHER ADVISORY SERVICES

In addition to the investment management services through the *Advisor Directed Program*, Strategic Blueprint offers the *Blueprint Design UMA Program*, financial planning and investment consulting, as well as recommendations of and referral to third-party asset managers. These services are described in Strategic Blueprint’s ADV Part 2A Disclosure Brochure and the *Blueprint Design UMA Program Brochure*. The Brochures are available upon request at no charge.

PERFORMANCE-BASED FEES AND SIDE-BY-SIDE-MANAGEMENT

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

Certain third-party asset managers may assess a performance-based fee, which will be described in the respective manager’s disclosure brochure. In some cases, a portion of the performance fee is shared with Strategic Blueprint and Advisory Representative(s) as a solicitor’s fee. Any such arrangement will be described to you in a written Solicitor’s Disclosure Statement.

METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS

Strategic Blueprint’s Advisory Representatives rely on various types of tools and methods to assist in recommending or selecting investment strategies, including asset allocation and various types of software. Strategic Blueprint’s methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis. The main sources of information used to formulate investment advice and/or manage assets includes financial newspapers and magazines, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the SEC, and company press releases. The investment strategies used to implement any investment advice given to clients includes long term purchases (securities held at least a year), short term purchases (securities purchased and sold within a year), margin transactions, and covered

option writing. Investment returns are highly dependent on the value of underlying securities which are impacted by trends in the various investment markets.

We generally recommend stocks, bonds, ETFs, mutual funds, and alternative investments.

Investing in **stocks** involves the assumption of risk, including:

- Financial Risk: the risk that the companies we recommend to you may perform poorly, which will affect the price of your investment.
- Market Risk: risk that the Stock Market will decline, decreasing the value of the securities we recommend to you.
- Inflation Risk: the risk that the rate of price increases in the economy deteriorates the returns associated with the stock.
- Political and Governmental Risk: risk that the value of your investment may change with the introduction of new laws or regulations.

Investing in **bonds** involves the assumption of risk, including:

- Interest Rate Risk: the risk that the value of the bond investments we recommend to you will fall if interest rates rise.
- Call Risk: risk that your bond investment will be called or purchased back from you when conditions are favorable to the bond issuer and unfavorable to you.
- Default Risk: the risk that the bond issuer may be unable to pay you the contractual interest or principal on the bond in a timely manner, or at all.
- Inflation Risk: the risk that the rate of price increases in the economy deteriorates the returns associated with the bond.

Investing in **mutual funds** involves the assumption of risk, including:

- Manager Risk: the risk that an actively managed mutual fund's investment adviser will fail to execute the fund's stated investment strategy.
- Market Risk: the risk that the Stock Market will decline, decreasing the value of the securities contained within the mutual funds we recommend to you.
- Industry Risk: the risk that a group of stocks in a single industry will decline in price due to adverse developments in that industry, decreasing the value of mutual funds that are significantly invested in that industry.
- Inflation Risk: the risk that the rate of price increases in the economy deteriorates the returns associated with the mutual fund.

Investing in **interval funds**, a type of mutual fund, involves the assumption of risk, including:

- Liquidity Risk: Interval funds are not traded on a secondary market; shares may be redeemed at intervals, generally quarterly; and, the Fund may limit the periodic redemptions to 5% or less of outstanding shares.

Investing in **Exchange Traded Funds** ("ETFs") involves the assumption of risk, including:

- The public trading price of a redeemable lot of ETFs may be different from its net asset value. Declining stock prices can cause losses to your investment.
- Some **leveraged and inverse ETFs and ETNs** "reset" daily, meaning that they are designed to achieve their stated objectives on a daily basis. If held for a period longer than one day, their performance over the longer periods of time can differ significantly from the stated multiple of the performance (or the inverse of the performance) of their underlying index or benchmark during the same period of time. This effect can be magnified in volatile markets. High portfolio turnover will increase underlying fees and expenses.
- ETFs and ETNs linked to commodity futures do not offer direct exposure to the commodity's spot price, and may perform differently than the spot price for the commodity itself.
- You should not assume that an ETF or ETN that is linked to commodity futures will provide an effective hedge because of a negative correlation with equities or other asset classes.

Investing in **Structured Products** involves the assumption of risk, including:

- If a principal protected structured note is guaranteed by the underwriting firm's assets, then the guarantee is limited to the claims-paying ability of the underwriter.
- Investment in a Principal Protected Certificate of Deposit carrying FDIC insurance is subject to the limits of that insurance.
- Investment in a Principal Protected Structured Product may still result in substantial opportunity loss.
- Buffered notes do not provide 100% principal protection. Buffered notes only provide limited downside protection against loss and only if the buffered note is held to maturity.
- The gain on buffered notes may be subject to a cap so you may not participate in the full upside of the reference asset(s).
- Buffered notes will trade, if at all, at a discount on the first day after purchase as a result of upfront fees paid in connection with your purchase.
- Buffered notes lack liquidity. They are not listed on any securities exchange and you may not be able to sell your buffered note(s) prior to maturity. An investment in a buffered note will result in loss of principal if the reference asset declines by more than the stated buffer level at maturity.
- Buffered notes do not pay dividends. The payment of a buffered note at maturity will reflect cumulative performance. If you require current income, you should not invest in a buffered note.
- Buffered notes are not obligations of a bank and are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other governmental agency or program of the United States or any other jurisdiction.
- Structured products are subject to loss of principal.

Investing in **Alternative Investments ("Alternatives")** involves the assumption of risk, including:

- There may be no public market, so these Alternatives could not be sold quickly or rebalanced.
- The holding period will vary by product before a liquidation event is executed.
- Many Alternatives are not registered with the SEC so do not afford the benefits of public disclosure and reporting.
- Additional costs may be assessed by account custodians related to holding certain alternative investments in managed accounts.

The use of **margin, options and short sales** are higher risk strategies. It is possible to lose all of the principal you invest, and sometimes more. In a cash account, your risk is limited to the amount of money that you have invested. In a margin account, your risk includes the amount of money invested plus the amount that has been loaned to you. When you sell short, your losses can be infinite.

You should also be aware that transactions in the account (including account reallocations and rebalancing) may trigger a taxable event for you, unless your account is a qualified retirement account.

When using third-party asset managers, each manager will have its own methods of analysis, investment strategies and unique investment risks that should also be reviewed and considered. In instances where we recommend that a third party manage your assets, please refer to the third party's ADV Part 2A and Appendix 1 Disclosure Brochures for details on their investment strategies, methods of analysis, and associated risks.

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

VOTING CLIENT SECURITIES

As a matter of firm policy and practice, Strategic Blueprint does not have any authority to and does not vote proxies on behalf of advisory clients. You retain the responsibility for receiving and voting proxies for any and all securities maintained in your account(s). Your Advisory Representative may provide advice to you regarding the voting of your proxies. Strategic Blueprint will not take any action with respect to any securities held in any accounts that are named in or subject to class action lawsuits.

You will receive information related to proxies directly from your account custodian. We will forward any information received by us regarding proxies and class action legal matters involving securities held in your accounts.

ITEM 7 – CLIENT INFORMATION PROVIDED TO PORTFOLIO MANAGERS

Strategic Blueprint appreciates the trust you place in us, and we respect your right to privacy.

We are committed to safeguarding the personal information you entrust to us. At Strategic Blueprint, we believe that it is important that you understand the uses and safeguarding of your personal information. Strategic Blueprint receives information:

- From paperwork you provide, such as Client Account Forms, questionnaires and product applications;
- From conversations, discussions and interviews; and
- From product or service vendors, as a result of your transactions with or through Strategic Blueprint.

At Strategic Blueprint, we:

- Maintain all client records in a secured environment;
- Protect computer programs through physical and electronic safeguards; and
- Limit access to responsible employees who require access to the information in order to act on your behalf.

Strategic Blueprint will disclose certain types of information to qualified entities that perform administrative services on our behalf, and as required or permitted by law for legal or regulatory purposes. The information that falls within this category is:

- Information provided by you on Client Profiles, account opening documents, custodial account documents and product applications; and
- Information provided by product or service vendors, as a result of your relationship with Strategic Blueprint.

If your Advisory Representative is also a Registered Representative of The Strategic Financial Alliance, Inc. ("SFA"), which is affiliated with Strategic Blueprint through common ownership, then Strategic Blueprint will share account and transaction information with SFA in order to facilitate SFA's supervisory responsibilities for the securities business of its registered representatives.

Strategic Blueprint maintains physical, electronic and procedural safeguards to help ensure that your personal information is safe and accessed only according to these policies, and we will continue to make safeguarding your privacy our highest priority.

Our Privacy Notice is available at account opening, at www.strategicblueprint.net under "Disclosures", and upon request by calling (678) 954-4130.

ITEM 8 – CLIENT CONTACT WITH PORTFOLIO MANAGERS

You are encouraged to contact your Advisory Representative with respect to any changes regarding your investment objectives, risk tolerance, and requested restrictions with respect to management of your Program account. Your Advisory Representative will conduct a review of your account with you no less than annually.

ITEM 9 – ADDITIONAL INFORMATION

DISCIPLINARY ACTION

Strategic Blueprint has no reportable disciplinary actions.

On October 29, 2015, the Strategic Financial Alliance, Inc., an affiliate of Strategic Blueprint, entered into an Acceptance, Waiver and Consent with the Financial Industry Regulatory Authority (“FINRA”) concerning its supervision of and procedures related to consolidated reports. Without admitting or denying the allegations, SFA consented to a censure and a \$30,000 fine. SFA was also required to submit an attestation that it had implemented procedures which more fully addressed the supervision of consolidated reports.

Information about your Advisory Representative is available in his or her Supplement to this brochure, and at www.adviserinfo.sec.gov.

CODE OF ETHICS

We have adopted a *Code of Ethics* (“Code”) to address the standard of business conduct required of our Advisory Representatives and employees. The *Code* includes our policies and procedures developed to protect your interests in relation to the following:

- Duty at all times to place your interests ahead of ours;
- All personal securities transactions of our Advisory Representatives and employees must be conducted in a manner consistent with the *Code* and avoid any actual or potential conflict of interest, or any abuse of an Advisory Representative’s or employee’s position of trust and responsibility;
- Advisory Representatives may not take inappropriate advantage of their positions; and
- Information concerning the identity of your security holdings and financial circumstances is confidential and must be safeguarded.

We will provide a copy of the *Code* to you or any prospective client upon request.

We do not buy or sell securities for our own account that we also recommend to you. Our Advisory Representatives and employees are permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account.

The personal securities transactions by our Advisory Representatives and employees may raise potential conflicts of interest when they trade in a security that is owned by you or is being considered for purchase or sale for your account.

We have adopted policies and procedures that are intended to address these conflicts of interest. These policies and procedures:

- Require our Advisory Representatives and employees to act in your best interest,
- Prohibit favoring one client over another, and
- Provide for the review of transactions to monitor that an Advisory Representative or employee does not place a trade for a personal or beneficial account ahead of a client's transaction in the same security.

Our Advisory Representatives and employees must follow our procedures when purchasing or selling the same securities purchased or sold for your account.

REVIEW OF ACCOUNTS

Our Advisory Representatives review your account on an on-going basis to monitor that your investments and investment strategies are performing in a manner consistent with your stated objectives. Your Advisory Representative will contact you at least annually (or more often as agreed upon with you) to review your account with you and to update your financial status, goals, objectives, and risk tolerances. These reviews also consider any investment restrictions you have requested and how your investments meet your investment time horizons, liquidity needs, tax considerations and other circumstances unique to you. Changes in your investments and your investment strategies will be made or recommended by your Advisory Representative as they are deemed appropriate. Interim reviews may be triggered by social, economic and/or political events.

You are encouraged to advise your Advisory Representative of any changes in your personal circumstances, your investment goals or objectives, and your risk tolerances to ensure that your investments and investment strategies are most appropriate for you.

In addition to the reviews conducted by your Advisory Representative, an Advisory Representative's designated supervisor and Strategic Blueprint monitor client accounts on a periodic and on-going basis to help ensure that the investments and transactions in those accounts are consistent with the information you have provided.

CLIENT REFERRALS AND OTHER COMPENSATION

OTHER COMPENSATION

In certain instances, product sponsors, investment companies, and third-party asset managers ("product sponsors") will participate in activities with Strategic Blueprint that are designed to help facilitate the distribution of their products, such as marketing activities and educational programs, and by offsetting expenses that result from the cost of conducting due diligence on their products and services. Additionally, Strategic Blueprint will enter into arrangements with product sponsors whereby Strategic Blueprint receives a marketing allowance, due diligence fees or other financial benefits based on the sponsor's sales of products or by providing access to Advisory Representatives. In return for assistance in facilitating the activities described above, Strategic Blueprint will receive additional compensation from product sponsors. However, Strategic Blueprint does not recommend

these products over others. These companies may have greater access to our representatives to provide training, educational presentations, and product information. This additional compensation may give rise to a financial incentive for Strategic Blueprint to recommend these products over other products where such financial incentives are not present.

SFA, an affiliated company, will also receive marketing support and other financial benefits from product sponsors and third-party managers. Advisory Representatives can indirectly enjoy non-cash benefits when that additional compensation is used by Strategic Blueprint and/or SFA for conferences or meetings.

Strategic Blueprint will receive certain economic benefits as a result of our participation in the institutional brokerage program of TD Ameritrade. These benefits include products and services that assist us in managing and administering client accounts, including access to investments generally available to institutional investors, software, technology, and research. The availability of the custodians' products and services is based solely on our participation in their programs, and not on the provision of any particular investment advice.

Certain Advisory Representatives are also Registered Representatives of SFA, an affiliate of Strategic Blueprint. In its capacity as a broker-dealer, SFA and its registered representatives earn brokerage commissions and/or fees from the sale of investment products such as stocks, bonds, mutual funds, ETFs, variable annuities, and variable universal life products. Commissions vary depending upon the type of security and service offered. No commissions are paid to SFA related to transactions in Strategic Blueprint accounts.

SFA, as a broker/dealer and investment adviser, will receive additional compensation for marketing and due diligence from product sponsors related to the sales of those products as outlined above.

Certain Advisory Representatives and members of Strategic Blueprint management and home office are shareholders of SFA Holdings, Inc. ("SFAH"), parent company of Strategic Blueprint, SFA and other entities. Shareholders will benefit from the profits accrued to SFAH in the form of dividends. Employees of SFAH companies receive stock options. Registered representatives of SFA and advisory representatives of Strategic Blueprint receive SFAH stock options based on the revenues they generate.

While Strategic Blueprint and its Advisory Representatives endeavor at all times to put the interests of their clients first, you should be aware that the receipt of additional compensation itself creates a conflict of interest and may potentially affect the judgment of these individuals when making recommendations. Additionally, because of the revenue sharing arrangements referenced above, though they do not impact advisor compensation, Advisory Representatives may prefer recommending products and services offered by a sponsor who is participating in the revenue sharing program over other products and services available through Strategic Blueprint. You should feel free to ask your Advisory Representative for clarification about any revenue sharing or marketing support, or you may contact the Chief Compliance officer at (678)954-4130.

You are under no obligation to purchase securities products and services through your Advisory Representative in his/her capacity as a Registered Representative of SFA or as a licensed insurance agent.

CLIENT REFERRALS

We will enter into written agreements with certain unaffiliated investment advisers and other professionals (such as CPAs, attorneys, etc.) to compensate them for referring clients to us. We will pay these individuals (referred to as “solicitors”) a percentage of the advisory fee that you pay us if it is determined that you have become a client of ours as a result of their direct or indirect efforts.

The payments we make to a solicitor will not result in an increase in the amount of the advisory fee that you pay.

Additionally, we enter into written agreements through which Strategic Blueprint will serve as a solicitor to other investment advisers. Strategic Blueprint (and, in turn, your Advisory Representative) will receive a portion of the advisory fee as a Solicitor’s or Referral Fee when you enter into an advisory agreement with a third-party asset manager as a result of your advisory representative’s recommendation.

Our solicitation or referral arrangements will comply with applicable laws that govern:

- the nature of the services provided;
- the fees to be paid;
- disclosure of solicitor arrangements to clients; and
- client consents, as required.

Any solicitor’s fee will be fully described in a written Solicitor’s Disclosure Statement, which you will receive when you enter into an advisory agreement as a result of your Advisory Representative’s recommendation.

FINANCIAL INFORMATION

Strategic Blueprint has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients. It has not been the subject of a bankruptcy proceeding.