



The Helmstar Group, LLC d/b/a Helmstar Wealth Management

FORM ADV PART 2A BROCHURE

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October 30, 2024

This brochure provides information about the qualifications and business practices of The Helmstar Group, LLC. If you have any questions about the contents of this brochure, contact us at 208-429-0800. 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 The Helmstar Group, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

The Helmstar Group, LLC is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2 Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes. Since the filing of our last annual updating amendment, dated March 7, 2024, there are the following material changes.

- The firm has added the d/b/a Helmstar Wealth Management. (Item 4)
- The firm has updated its fee schedule. (Item 5)
- The firm provides investment advice regarding private investment funds. (Item 4)
- The firm compensates Smart Asset as a lead generator for advisory referrals. (Item 14)

Item 3 Table of Contents



Contents

Item 1 Cover Page.....	1
Item 2 Material Changes	2
Item 3 Table of Contents	2
Item 4 Advisory Business	4
Item 5 Fees and Compensation	6
Item 6 Performance-Based Fees and Side-By-Side Management	8
Item 7 Types of Clients	9
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss	9
Item 9 Disciplinary Information.....	11
Item 10 Other Financial Industry Activities and Affiliations	11
Item 11 Code of Ethics.....	12
Item 12 Brokerage Practices.....	12
Item 13 Review of Accounts	13
Item 14 Client Referral and Other Compensation	13
Item 15 Custody	13
Item 16 Investment Discretion	13
Item 17 Voting Client Securities	13
Item 18 Financial Information	14
Item 19 Requirements for State-Registered Advisers.....	14
Item 20 Additional Information	14
Individual ADV Part 2Bs	15



Item 4 Advisory Business

Description of Firm

The Helmstar Group, LLC d/b/a Helmstar Wealth Management is a privately held company and is a registered investment adviser primarily based in Boise, ID. We are organized as a limited liability company ("LLC") under the laws of the State of Idaho. We have been providing investment advisory services since 10/01/2007. We are primarily owned by Benjamin Boettcher and Thomas Steelman.

The following paragraphs describe our services and fees. Refer to the description of each investment advisory service listed below for information on how we tailor our advisory services to your individual needs. As used in this brochure, the words "we," "our," and "us" refer to The Helmstar Group, LLC and the words "you," "your," and "client" refer to you as either a client or prospective client of our firm.

Financial Planning Services

We offer financial planning services which typically involve providing a variety of advisory services to clients regarding the management of their financial resources based upon an analysis of their individual needs. These services can range from broad-based financial planning to consultative or single subject planning. If you retain our firm for financial planning services, we will meet with you to gather information about your financial circumstances and objectives. We may also use financial planning software to determine your current financial position and to define and quantify your long-term goals and objectives. Once we specify those long-term objectives (both financial and non-financial), we will develop shorter-term, targeted objectives. We will review and analyze the information you provide to our firm and the data derived from our financial planning software, to deliver a written plan to you, designed to help you achieve your stated financial goals and objectives.

Clients can also receive financial consulting or advice on a more limited basis. This may include advice on an isolated area(s) of concern such as estate planning, retirement planning, reviewing a client's existing portfolio, or any other specific topic. We may also provide specific consultation regarding investment and financial concerns of the client.

Financial plans are based on your financial situation at the time we present the plan to you, and on the financial information you provide to us. You must promptly notify our firm if your financial situation, goals, objectives, or needs change.

You are under no obligation to act on our financial planning recommendations. Should you choose to act on any of our recommendations, you are not obligated to implement the financial plan through any of our other investment advisory services. Moreover, you may act on our recommendations by placing securities transactions with any brokerage firm.

Portfolio Management Services

We identify your objectives, rate of return requirements, and risk tolerance. We then develop a portfolio strategy. This may include the determination of the appropriate asset allocation and underlying investments. We then implement the portfolio recommendations by utilizing the asset management and manager selection services of approved asset management programs. We then assist you in establishing an investment account. We continue to consult you periodically to advise you on issues such as account performance and suitability of the investment strategy in meeting your independent goals and objectives.

You will receive periodic account statements and/or confirmations from your custodians on a regular basis, which provides a record of transactions in the account and a list of your actual holdings. Performance reports may or may not be provided as performance reporting is determined by each custodian. We do not act as custodian for any client assets. The money managers and/or mutual funds have the ultimate responsibility for the investment performance of the investment vehicles. You understand that the account may be periodically rebalanced. If you choose to restrict investments in certain securities or types of securities, such a request must be made in writing.

In a separate agreement, you may grant discretionary authority which is a limited power of attorney for discretionary trading including the type of securities to be bought or sold, and the amount of securities to be bought and sold. See Item 16 - Investment Discretion

Unaffiliated Private Investment Funds.

Advisor also provides investment advice regarding private investment funds. Advisor, on a non-discretionary basis, may recommend that certain qualified clients consider an investment in private investment funds, the description of which (the terms, conditions, risks, conflicts and fees, including incentive compensation) is set forth in the fund's offering documents. Advisor's role relative to unaffiliated private investment funds shall be limited to its initial and ongoing due diligence and



investment monitoring services. If a client determines to become an unaffiliated private fund investor, the amount of assets invested in the fund(s) shall be included as part of “assets under management” for purposes of Advisor calculating its investment advisory fee. Advisor’s fee shall be in addition to the fund’s fees. Advisor’s clients are under absolutely no obligation to consider or make an investment in any private investment fund(s). Please Note: Private investment funds generally involve various risk factors, including, but not limited to, potential for complete loss of principal, liquidity constraints and lack of transparency, a complete discussion of which is set forth in each fund’s offering documents, which will be provided to each client for review and consideration. Unlike liquid investments that a client may own, private investment funds do not provide daily liquidity or pricing. Each prospective client investor will be required to complete a Subscription Agreement, pursuant to which the client shall establish that he/she is qualified for investment in the fund, and acknowledges and accepts the various risk factors that are associated with such an investment. Please Also Note: Valuation. In the event that Advisor references private investment funds owned by the client on any supplemental account reports prepared by Advisor, the value(s) for all private investment funds owned by the client shall reflect the most recent valuation provided by the fund sponsor. However, if subsequent to purchase, the fund has not provided an updated valuation, the valuation shall reflect the initial purchase price. If subsequent to purchase, the fund provides an updated valuation, then the statement will reflect that updated value. The updated value will continue to be reflected on the report until the fund provides a further updated value. Please Also Note: As result of the valuation process, if the valuation reflects initial purchase price or an updated value subsequent to purchase price, the current value(s) of an investor’s fund holding(s) could be significantly more or less than the value reflected on the report. Unless otherwise indicated, Advisor shall calculate its fee based upon the latest value provided by the fund sponsor.

Pension Consulting Services

We offer pension consulting services to employee benefit plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include an existing plan review and analysis, plan-level advice regarding fund selection and investment options, education services to plan participants, investment performance monitoring, and/or ongoing consulting. These pension consulting services will generally be non-discretionary and advisory in nature. The ultimate decision to act on behalf of the plan shall remain with the plan sponsor or other named fiduciary.

We may also assist with participant enrollment meetings and provide investment-related educational seminars to plan participants on such topics as:

- Diversification
- Asset allocation
- Risk tolerance
- Time horizon

Our educational seminars may include other investment-related topics specific to the particular plan.

We may also provide additional types of pension consulting services to plans on an individually negotiated basis. All services, whether discussed above or customized for the plan based upon requirements from the plan fiduciaries, (which may include additional plan-level or participant-level services) shall be detailed in a written agreement and be consistent with the parameters set forth in the plan documents.

Types of Investments

We primarily offer advice on Mutual Funds, and ETF's. Refer to the *Methods of Analysis, Investment Strategies and Risk of Loss* below for additional disclosures on this topic.

Additionally, we may advise you on various types of investments based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship.

Rollover Recommendations

Effective December 20, 2021 (or such later date as the US Department of Labor ("DOL") Field Assistance Bulletin 2018-02 ceases to be in effect), for purposes of complying with the DOL's Prohibited Transaction Exemption 2020-02 ("PTE 2020-02") where applicable, we are providing the following acknowledgment to you.

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement 5 accounts. The way we make money creates some conflicts with your interests,



so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

We benefit financially from the rollover of your assets from a retirement account to an account that we manage or provide investment advice, because the assets increase our assets under management and, in turn, our advisory fees. As a fiduciary, we only recommend a rollover when we believe it is in your best interest.

Assets Under Management

As of December 31, 2023, we provide continuous management services for \$454,837,733 in client assets managed on a discretionary basis.

Item 5 Fees and Compensation

Financial Planning Services

We charge a fixed fee for financial planning services, which generally ranges between \$750-\$15,000. The fee is negotiable depending upon the complexity and scope of the plan, your financial situation, and your objectives. We do not require you to pay fees six or more months in advance. Should the engagement last longer than six months between acceptance of financial planning agreement and delivery of the financial plan, any prepaid unearned fees will be promptly returned to you less a pro rata charge for bona fide financial planning services rendered to date.

In certain circumstances we may charge an hourly fee of \$100-\$300 for financial planning consulting services, which is negotiable depending on the scope and complexity of the plan, your situation, and your financial objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the cost/time could potentially exceed the initial estimate. In such cases, we will notify you and request that you approve the additional fee.

We will not require prepayment of a fee more than six months in advance and in excess of \$1,200.

Portfolio Management Services

Our fee for portfolio management services is based on a percentage of the assets in your account (please refer to fee schedule below). Our advisory fee is negotiable based on the complexity of your financial situation and the size of your account. Separate and apart from our fee, the subadvisor(s) will charge a program fee on the account for advisory, custodial, and/or execution services they provide to your account. Specific fees charged by the sub-adviser will be disclosed in their disclosure documents provided to you at the time the account(s) is opened. Our annual portfolio management fee is billed and payable, quarterly in arrears, based on the balance at end of billing period.

If the portfolio management agreement is executed at any time other than the first day of a calendar quarter, our fees will apply on a pro rata basis, which means that the advisory fee is payable in proportion to the number of days in the quarter for which you are a client. Our advisory fee is negotiable, depending on individual client circumstances.

At our discretion, we may combine the account values of family members living in the same household to determine the applicable advisory fee. For example, we may combine account values for you and your minor children, joint accounts with your spouse, and other types of related accounts. Combining account values may increase the asset total, which may result in your paying a reduced advisory fee based.

We will deduct our fee directly from your account through the qualified custodian holding your funds and securities. We will deduct our advisory fee only when you have given our firm written authorization permitting the fees to be paid directly from your account. Further, the qualified custodian will deliver an account statement to you at least quarterly. These account statements will show all disbursements from your account. You should review all statements for accuracy.

You may terminate the portfolio management agreement upon 30 days written notice. You will incur a pro rata charge for



services rendered prior to the termination of the portfolio management agreement, which means you will incur advisory fees only in proportion to the number of days in the quarter for which you are a client. If you have pre-paid advisory fees that we have not yet earned, you will receive a prorated refund of those fees. Fees are paid quarterly and in arrears.

Annual Fee Schedule

Asset Valuation	Annual Fee Average	Annual Fee Range
First \$1,000,000	1.00%	1.00%
\$1,000,001 - \$2,000,000	0.85%	1.00% to 0.93%
\$2,000,001 - \$3,000,000	0.70%	0.93% to 0.86%
\$3,000,001 - \$5,000,000	0.60%	0.86% to 0.76%
\$5,000,001 - \$10,000,000	0.45%	0.76% to 0.60%
\$10,000,001 - \$15,000,000	0.30%	0.60% to 0.50%
\$15,000,001 - \$20,000,000	0.20%	0.50% to 0.43%
\$20,000,001 - \$100,000,000	0.15%	0.43% & declining

Pension Consulting Services

Our advisory fees for customized pension consulting services will be negotiated with the plan sponsor or named fiduciary on a case-by-case basis. You have the option to pay an asset based fee (see fee schedule below), annual flat fee which will be paid quarterly in advance or a one-time fee. You may terminate the pension consulting services agreement upon written notice to our firm. You will incur a pro rata charge for services rendered prior to the termination of the agreement, which means you will incur advisory fees only in proportion to the number of days in the quarter for which you are a client. If you have pre-paid advisory fees that we have not yet earned, you will receive a prorated refund of those fees.

Annual Fee Schedule

Assets Under Management	Annual Fee
\$0 to \$1,000,000	1.20%
\$1,000,001 to \$2,000,000	0.95%
\$2,000,001 - \$5,000,000	0.75%

Additional Fees and Expenses

As part of our investment advisory services to you, we may invest, or recommend that you invest, in mutual funds and exchange traded funds. The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or exchange traded funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. You may also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian through whom your account transactions are executed. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by mutual funds, exchange traded funds, our firm, and others. For information on our brokerage practices, refer to the Brokerage Practices section of this brochure.

Compensation for the Sale of Securities or Other Investment Products

Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

IRA Rollover Considerations

As part of our investment advisory services to you, we may recommend that you withdraw the assets from your employer's retirement plan and roll the assets over to an individual retirement account ("IRA") that we will manage on your behalf. If you elect to roll the assets to an IRA that is subject to our management, we will charge you an asset based fee as set forth in the agreement you executed with our firm. This practice presents a conflict of interest because persons providing investment advice on our behalf have an incentive to recommend a rollover to you for the purpose of generating fee based compensation rather than solely based on your needs. You are under no obligation, contractually or otherwise, to complete the rollover. Moreover, if you do complete the rollover, you are under no obligation to have the assets in an IRA managed by our firm.



Many employers permit former employees to keep their retirement assets in their company plan. Also, current employees can sometimes move assets out of their company plan before they retire or change jobs. In determining whether to complete the rollover to an IRA, and to the extent the following options are available, you should consider the costs and benefits of:

An employee will typically have four options:

- Leaving the funds in your employer's (former employer's) plan.
- Moving the funds to a new employer's retirement plan.
- Cashing out and taking a taxable distribution from the plan.
- Rolling the funds into an IRA rollover account.

Each of these options has advantages and disadvantages and before making a change we encourage you to speak with your CPA and/or tax attorney.

If you are considering rolling over your retirement funds to an IRA for us to manage here are a few points to consider before you do so:

1. Determine whether the investment options in your employer's retirement plan address your needs or whether you might want to consider other types of investments.
 - Employer retirement plans generally have a more limited investment menu than IRAs.
 - Employer retirement plans may have unique investment options not available to the public such as employer securities, or previously closed funds.
2. Your current plan may have lower fees than our fees.
 - If you are interested in investing only in mutual funds, you should understand the cost structure of the share classes available in your employer's retirement plan and how the costs of those share classes compare with those available in an IRA.
 - You should understand the various products and services you might take advantage of at an IRA provider and the potential costs of those products and services.
3. Our strategy may have higher risk than the option(s) provided to you in your plan.
4. Your current plan may also offer financial advice.
5. If you keep your assets titled in a 401k or retirement account, you could potentially delay your required minimum distribution beyond age 72.
6. Your 401k may offer more liability protection than a rollover IRA; each state may vary.
 - Generally, federal law protects assets in qualified plans from creditors. Since 2005, IRA assets have been generally protected from creditors in bankruptcies. However, there can be some exceptions to the general rules so you should consult with an attorney if you are concerned about protecting your retirement plan assets from creditors.
7. You may be able to take out a loan on your 401k, but not from an IRA.
8. IRA assets can be accessed any time; however, distributions are subject to ordinary income tax and may also be subject to a 10% early distribution penalty unless they qualify for an exception such as disability, higher education expenses or the purchase of a home.
9. If you own company stock in your plan, you may be able to liquidate those shares at a lower capital gains tax rate.
10. Your plan may allow you to hire us as the manager and keep the assets titled in the plan name.

It is important that you understand the differences between these types of accounts and to decide whether a rollover is best for you. Prior to proceeding, if you have questions contact your investment adviser representative, or call our main number as listed on the cover page of this brochure.

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

We do not accept performance-based fees or participate in side-by-side management. Performance-based fees are fees that are based on a share of a capital gains or capital appreciation of a client's account. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Our fees are calculated as described in the *Fees and Compensation* section above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the funds in your advisory account.

Item 7 Types of Clients

We offer investment advisory services to individuals (other than high net worth individuals), high net worth individuals, pension and profit sharing plans (but not the plan participants), charitable organizations and corporations or other businesses not listed above.

Typically we suggest that you have a minimum of \$500,000 to open and maintain an advisory account; however, based on your circumstances we may accept smaller accounts.

We may also combine account values for you and your minor children, joint accounts with your spouse, and other types of related accounts to meet the stated minimum.

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

Our Methods of Analysis and Investment Strategies

Our focus is a disciplined investment process within portfolios designed specifically to help you achieve your life and wealth goals. We develop our approach from disciplined behavioral and analytical research, focusing on the psychology of an individual investor, as well as the trends that impact worldwide financial markets and investment managers. This philosophy is based upon five principles: asset allocation, portfolio structure, tax management, multiple specialist managers, and continuous portfolio management.

Asset Allocation: This is the most important step. Asset allocation includes determining how much to invest in different asset classes such as cash equivalents, stocks, fixed-income investments and tangible assets such as real estate. Asset allocation also applies to subcategories such as government, municipal and corporate bonds or in the case of stocks, large company stocks or small company stocks.

Your portfolio should be made up of the right mix of securities that meet your investment objectives. This may be a combination of investments whose objectives include, large and small cap, growth, income, value, and even possible alternative investments.

Tax Management: Tax management should never be ignored. We employ a special focus on tax management to help control tax implications and to help enhance after-tax returns.

Multiple Specialist Managers: To implement our asset management strategies, we evaluate investment talent from a global network of institutional money managers who specialize in specific sectors of the market. We have found that identifying, hiring, and managing specialized money managers helps to deliver more consistent performance.

Continuous Portfolio Management: We are continually evaluating the sub-advisers that we use, as well as the portfolios developed by these managers. We believe that this process and the application of this philosophy will add value by enhancing returns and reducing risk, thereby increasing the likelihood of you achieving your goals. Investing in securities involves risk of loss that you should be prepared to bear. There is no guarantee that an investment will achieve its goal. We make judgments about the securities markets, and the economy but these judgments may not anticipate actual market movements or the impact of economic conditions on investment performance. The value of your investment is based on the market prices of the underlying securities held. These prices change daily due to economic and other events that affect securities markets generally, as well as those that affect particular companies and other issuers. These price movements, sometimes called volatility, may be greater or lesser depending on the types of investments you own and the markets in which those securities trade. The effect on an investment of a change in the value of a single security will depend on how widely the investment portfolio diversifies its holdings.

Your investments may not achieve positive returns over short or long term periods. The success of your investment strategy depends on our selection of the underlying funds and sub-advisers in separately managed accounts and allocating assets to such underlying funds and sub-advisers. Our firm, an underlying fund, or a sub-adviser in a separately managed account, may be incorrect in assessing market trends and the value or growth capability of particular securities or asset classes. In addition, the methodology by which we allocate your investment assets to the underlying funds and sub-advisers for separately managed accounts may not achieve desired results and may cause the investment to lose money or underperform other comparable mutual funds or investment accounts. The underlying funds and sub-advisers for separately managed accounts may apply any of a variety of investment strategies and may invest in a broad range of asset classes, securities, and other investments to achieve



their designated investment strategies.

Long-Term Purchases - securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.

Risk: Using a long-term purchase strategy generally assumes the financial markets will go up in the long-term which may not be the case. There is also the risk that the segment of the market that you are invested in or perhaps just your particular investment will go down over time even if the overall financial markets advance. Purchasing investments long-term may create an opportunity cost - "locking-up" assets that may be better utilized in the short-term in other investments.

Short-Term Purchases - securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations.

Risk: Using a short-term purchase strategy generally assumes that we can predict how financial markets will perform in the short-term which may be very difficult and will incur a disproportionately higher amount of transaction costs compared to long-term trading. There are many factors that can affect financial market performance in the short-term (such as short-term interest rate changes, cyclical earnings announcements, etc.) but may have a smaller impact over longer periods of times.

Short Sales - Unlike a straightforward investment in stocks where you buy shares with the expectation that their price will increase so you can sell at a profit, in a "short sale" you borrow stocks from your brokerage firm and sell them immediately, hoping to buy them later at a lower price. Thus, a short seller hopes that the price of a stock will go down in the near future. A short seller thus uses declines in the market to his advantage. The short seller makes money when the stock prices fall and loses when prices go up. The SEC has strict regulations in place regarding short selling.

Risk: Short selling is very risky. A short seller will profit if the stock goes down in price, but if the price of the shares increase, the potential losses are unlimited. There is no ceiling on how much a short seller can lose in a trade. The share price may keep going up and the short seller will have to pay whatever the prevailing stock price is to buy back the shares. However, gains have a ceiling level because the stock price cannot fall below zero. A short seller has to undertake to pay the earnings on the borrowed securities as long as the short seller chooses to keep the short position open. If the company declares huge dividends or issues bonus shares, the short seller will have to pay that amount to the lender. Any such occurrence can skew the entire short investment and make it unprofitable. The broker can use the funds in the short seller's margin account to buy back the loaned shares or issue a "call away" to get the short seller to return the borrowed securities. If the broker makes this call when the stock price is much higher than the price at the time of the short sale, then the investor can end up taking huge losses.

Option Writing - a securities transaction that involves selling an option. An option is a contract that gives the buyer the right, but not the obligation, to buy or sell a particular security at a specified price on or before the expiration date of the option. When an investor sells an option, he or she must deliver to the buyer a specified number of shares if the buyer exercises the option. The option writer/seller receives a premium (the market price of the option at a particular time) in exchange for writing the option.

Risk: Options are complex investments and can be very risky, especially if the investor does not own the underlying stock. In certain situations, an investor's risk can be unlimited.

Trading - We may use frequent trading (in general, selling securities within 30 days of purchasing the same securities) as an investment strategy when managing your account(s). Frequent trading is not a fundamental part of our overall investment strategy, but we may use this strategy occasionally when we determine that it is suitable given your stated investment objectives and tolerance for risk. This may include buying and selling securities frequently in an effort to capture significant market gains and avoid significant losses.

Risk: When a frequent trading policy is in effect, there is a risk that investment performance within your account may be negatively affected, particularly through increased brokerage and other transactional costs and taxes.

Our investment strategies and advice may vary depending upon each client's specific financial situation. As such, we determine investments and allocations based upon your predefined objectives, risk tolerance, time horizon, financial information, liquidity needs and other various suitability factors. Your restrictions and guidelines may affect the composition of your portfolio. **It is**



important that you notify us immediately with respect to any material changes to your financial circumstances, including for example, a change in your current or expected income level, tax circumstances, or employment status.

We typically do not perform quantitative or qualitative analysis of individual securities. Instead, we will advise you on how to allocate your assets among various classes of securities or sub-advisers. We primarily rely on investment portfolios and strategies developed by the sub-advisers and their portfolio managers. We may replace/recommend replacing a sub-adviser if there is a significant deviation in characteristics or performance from the stated strategy and/or benchmark.

Recommendation of Particular Types of Securities

We primarily recommend Mutual Funds, and ETF's. However, we may advise on other types of investments as appropriate for you since each client has different needs and different tolerance for risk. Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with the investment.

Mutual Funds and Exchange Traded Funds: Mutual funds and exchange traded funds ("ETF") are professionally managed collective investment systems that pool money from many investors and invest in stocks, bonds, short-term money market instruments, other mutual funds, other securities, or any combination thereof. The fund will have a manager that trades the fund's investments in accordance with the fund's investment objective. While mutual funds and ETFs generally provide diversification, risks can be significantly increased if the fund is concentrated in a particular sector of the market, primarily invests in small cap or speculative companies, uses leverage (i.e., borrows money) to a significant degree, or concentrates in a particular type of security (i.e., equities) rather than balancing the fund with different types of securities. ETFs differ from mutual funds since they can be bought and sold throughout the day like stock and their price can fluctuate throughout the day. The returns on mutual funds and ETFs can be reduced by the costs to manage the funds. Also, while some mutual funds are "no load" and charge no fee to buy into, or sell out of, the fund, other types of mutual funds do charge such fees which can also reduce returns. Mutual funds can also be "closed end" or "open end". So-called "open end" mutual funds continue to allow in new investors indefinitely whereas "closed end" funds have a fixed number of shares to sell which can limit their availability to new investors.

Item 9 Disciplinary Information

We are required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of our advisory business or the integrity of our management. We do not have any required disclosures under this item.

Item 10 Other Financial Industry Activities and Affiliations

We have not provided information on other financial industry activities and affiliations because we do not have any relationship or arrangement that is material to our advisory business or to our clients with any of the types of entities listed below.

1. broker-dealer, municipal securities dealer, or government securities dealer or broker.
2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund).
3. other investment adviser or financial planner.
4. futures commission merchant, commodity pool operator, or commodity trading advisor.
5. banking or thrift institution.
6. accountant or accounting firm.
7. lawyer or law firm.
8. insurance company or agency.
9. pension consultant.
10. real estate broker or dealer.
11. sponsor or syndicator of limited partnerships.

Recommendation of Other Advisers

We may recommend that you use a sub-adviser. We will not receive separate compensation, directly or indirectly, from the sub-adviser for recommending that you use their services. Moreover, we do not have any other business relationships with the recommended these sub-advisers. Refer to the *Advisory Business* section above for additional disclosures on this topic.



Item 11 Code of Ethics

Description of Our Code of Ethics

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for persons associated with our firm. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All persons associated with our firm are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Clients or prospective clients may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure.

Participation or Interest in Client Transactions

Neither our firm nor any persons associated with our firm has any material financial interest in client transactions beyond the provision of investment advisory services as disclosed in this brochure.

Item 12 Brokerage Practices

We maintain relationships with several broker-dealers. While you are free to choose any broker-dealer or other service provider as your custodian, we recommend that you establish an account with a brokerage firm with which we have an existing relationship. Such relationships may include benefits provided to our firm, including but not limited to market information and administrative services that help our firm manage your account(s). We believe that the recommended broker-dealers provide quality execution services for our clients at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by recommended broker-dealers, including the value of the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of the services recommended broker-dealers provide, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

Research and Other Soft Dollar Benefits

We do not have any soft dollar arrangements.

Economic Benefits

As a registered investment adviser, we have access to the institutional platform of your account custodian. As such, we will also have access to research products and services from your account custodian and/or other brokerage firm. These products may include financial publications, information about particular companies and industries, research software, and other products or services that provide lawful and appropriate assistance to our firm in the performance of our investment decision-making responsibilities. Such research products and services are provided to all investment advisers that utilize the institutional services platforms of these firms, and are not considered to be paid for with soft dollars. However, you should be aware that the commissions charged by a particular broker for a particular transaction or set of transactions may be greater than the amounts another broker who did not provide research services or products might charge.

Brokerage for Client Referrals

We do not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

Directed Brokerage

We routinely require that you direct our firm to execute transactions through the custodians with whom we have an established relationship. As such, we may be unable to achieve the most favorable execution of your transactions and you may pay higher brokerage commissions than you might otherwise pay through another broker-dealer that offers the same types of services. Not all advisers require their clients to direct brokerage through a particular broker-dealer.

Block Trades

We do not combine multiple orders for shares of the same securities purchased for advisory accounts we manage (the practice of combining multiple orders for shares of the same securities is commonly referred to as "block trading"). Accordingly, you may pay different prices for the same securities transactions than other clients pay. Furthermore, we may not be able to buy and sell



the same quantities of securities for you and you may pay higher commissions, fees, and/or transaction costs than other clients.

Item 13 Review of Accounts

The advisory representative assigned to your account will monitor your accounts on an ongoing basis and will conduct account reviews at least annually, to ensure the advisory services provided to you are consistent with your investment needs and objectives. Additional reviews may be conducted based on various circumstances, including, but not limited to:

- contributions and withdrawals,
- year-end tax planning,
- market moving events,
- security specific events, and/or,
- changes in your risk/return objectives.

The individuals conducting reviews may vary from time to time, as personnel join or leave our firm. You will receive monthly or quarterly statements from your account custodian(s) which will include trade confirmations (if applicable).

Item 14 Client Referral and Other Compensation

As disclosed under the *Fees and Compensation* section in this brochure, persons providing investment advice on behalf of our firm are licensed insurance agents. For information on the conflicts of interest this presents, and how we address these conflicts, refer to the *Fees and Compensation* section.

We do not receive any compensation from any third party in connection with providing investment advice to you.

We compensate Smart Asset as a lead generator for advisory referrals. Smart Asset complies with the SEC Promoter rules and regulations. We will provide data to Smart Asset that may match certain clients with the services of our firm. Compensation will be paid by our firm for referrals, and the fee for referrals will be properly disclosed to any potential clients of our firm in accordance with the Promoter Agreement entered into between the parties.

Refer to the *Brokerage Practices* section above for disclosures on research and other benefits we may receive resulting from our relationship with your account custodian.

Item 15 Custody

As paying agent for our firm, your independent custodian will directly debit your account(s) for the payment of our advisory fees. This ability to deduct our advisory fees from your accounts causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other qualified custodian. You will receive account statements from the qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy.

Item 16 Investment Discretion

We usually receive discretionary authority from you at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all circumstances, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account. These discretionary accounts are held at the custodians we may have suggested and where the right of withdrawal is limited to payment of advisory fees where prior client consent has been obtained. When we choose securities and determine allocation amounts, we will align the objectives, limitations and restrictions of the clients for whom we advise. Any investment guidelines and restrictions must be provided to us specifically in writing.

Item 17 Voting Client Securities

We will not vote proxies on behalf of your advisory accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own shares of applicable securities, you are responsible for exercising your right to vote as a shareholder.



In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitations to vote proxies.

Item 18 Financial Information

Our firm does not have any financial condition or impairment that would prevent us from meeting our contractual commitments to you. We do not take physical custody of client funds or securities, or serve as trustee or signatory for client accounts, and we do not require the prepayment of more than \$1,200 in fees six or more months in advance. Therefore, we are not required to include a financial statement with this brochure.

We have not filed a bankruptcy petition at any time in the past ten years.

Item 19 Requirements for State-Registered Advisers

We are a federally registered investment adviser; therefore, we are not required to respond to this item.

Item 20 Additional Information

Your Privacy

We view protecting your private information as a top priority. Pursuant to applicable privacy requirements, we have instituted policies and procedures to ensure that we keep your personal information private and secure.

We do not disclose any nonpublic personal information about you to any non-affiliated third parties, except as permitted by law. In the course of servicing your account, we may share some information with our service providers, such as transfer agents, custodians, broker-dealers, accountants, consultants, and attorneys.

We restrict internal access to nonpublic personal information about you to employees who need that information in order to provide products or services to you. We maintain physical and procedural safeguards that comply with regulatory standards to guard your nonpublic personal information and to ensure our integrity and confidentiality. We will not sell information about you or your accounts to anyone. We do not share your information unless it is required to process a transaction, at your request, or required by law.

You will receive a copy of our privacy notice prior to or at the time you sign an advisory agreement with our firm. Thereafter, we will deliver a copy of the current privacy policy notice to you on an annual basis. Contact our main office at the telephone number on the cover page of this brochure if you have any questions regarding this policy.

If you decide to close your account(s) we will adhere to our privacy policies, which may be amended from time to time.

If we make any substantive changes in our privacy policy that would further permit or require disclosures of your private information, we will provide written notice to you. Where the change is based on permitted disclosures, you will be given an opportunity to direct us as to whether such disclosure is acceptable. Where the change is based on required disclosures, you will only receive written notice of the change. You may not opt out of the required disclosures.

If you have questions about our privacy policies contact our main office at the telephone number on the cover page of this brochure and ask to speak to the Chief Compliance Officer.

Trade Errors

In the event a trading error occurs in your account, our policy is to restore your account to the position it should have been in had the trading error not occurred. Depending on the circumstances, corrective actions may include canceling the trade, adjusting an allocation, and/or reimbursing the account.

Class Action Lawsuits

We do not determine if securities held by you are the subject of a class action lawsuit or whether you are eligible to participate in class action settlements or litigation nor do we initiate or participate in litigation to recover damages on your behalf for injuries as a result of actions, misconduct, or negligence by issuers of securities held by you.



Benjamin Boettcher, CFP®, ChFC®

The Helmstar Group, LLC

**250 South 5th Street
Suite 600
Boise, ID 83702**

Telephone: 208-429-0800

December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Benjamin Boettcher that supplements the The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208-429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Benjamin Boettcher (CRD # 4529609) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Educational Background and Business Experience

Benjamin Boettcher, CFP®, ChFC®

Year of Birth: 1976

Formal Education After High School:

- Brigham Young University, BA Global Economy, 2001

Business Background:

- The Helmstar Group, LLC, Chief Compliance Officer 1/1/2019 – 4/2021
- The Helmstar Group, LLC, Managing Member/ Investment Advisory Representative, 8/2007 - Present
- FIC-Boise, LLC, Member and Investment Advisory Representative, 9/2009 - 12/2011
- Triad Advisors, Inc., Registered Representative, 8/2007 - 12/2008
- Entered the Financial Services Industry in 2001

Certifications: **CFP®, ChFC®**

The CERTIFIED FINANCIAL PLANNERTM, CFP® and federally registered CFP® (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 63,000 individuals have obtained CFP® certification in the United States. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over



a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Financial Consultant® (ChFC®) - This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take seven mandatory courses which include the following disciplines: financial, insurance, retirement and estate planning; income taxation, investments and application of financial planning; as well as two elective courses involving the application of the aforementioned disciplines. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

Item 2 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Benjamin Boettcher has no required disclosures under this item.

Item 3 Other Business Activities

Benjamin Boettcher is separately licensed as an independent insurance agent. In this capacity, he can affect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Boettcher for insurance related activities. This presents a conflict of interest because Mr. Boettcher may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 4 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Boettcher's receipt of additional compensation as a result of his other business activities.

Also, refer to the Fees and Compensation, *Client Referrals and Other Compensation*, and *Other Financial Industry Activities and Affiliations* section(s) of The Helmstar Group, LLC's firm brochure for additional disclosures on this topic.

Item 5 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. Mrs. Trueba can be reached at 208-429-0800.



Thomas Steelman

The Helmstar Group, LLC

**250 South 5th Street
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Telephone: 208-429-0800

December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Thomas Steelman that supplements The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208-429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Thomas Steelman (CRD # 4828067) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Educational Background and Business Experience

Thomas Steelman

Year of Birth: 1979

Formal Education After High School:

- Utah State University, BA Accounting, 2004

Business Background:

- The Helmstar Group, LLC, Managing Member 10/2013 - Present
- Chief Compliance Officer, 10/2013 – 1/2018
- FIC-Boise, LLC, Member and Investment Adviser Representative, 11/2009 - 12/2011
- Entered the Financial Services Industry in 2004

Item 2 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Thomas Steelman has no required disclosures under this item.

Item 3 Other Business Activities

Thomas Steelman is separately licensed as an independent insurance agent. In this capacity, he can affect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Steelman for insurance related activities. This presents a conflict of interest because Mr. Steelman may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 4 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Steelman's receipt of additional compensation as a result of his other business activities.



Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of The Helmstar Group, LLC's firm brochure for additional disclosures on this topic.

Item 5 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. Mrs. Trueba can be reached at 208-429-0800.

Robb Schober, CFP®

The Helmstar Group, LLC

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December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Robb Schober that supplements The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208-429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Robb Schober (CRD # 29349410) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Educational Background and Business Experience

Robb Schober, CFP®

Year of Birth: 1970

Formal Education After High School:

- Northwest Nazarene University, BA Education 1993
- Northwest Nazarene University, M.Ed Curriculum and Instruction 1995
- University of Idaho, Ed. Spec. Leadership 1999

Business Background:

- The Helmstar Group, LLC, Investment Advisory Representative, 10/2009 - Present
- Beneficial Life, Agent, 6/2004 - Present
- Beneficial Investment Services, Inc., Registered Representative, 7/2007 - 7/2009

Certifications: CFP®

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The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 63,000 individuals have obtained CFP® certification in the United States. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent,



measured as 2,000 hours per year); and

- **Ethics** - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** - Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 2 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Robb Schober has no required disclosures under this item.

Item 3 Other Business Activities

Robb Schober is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as a Financial Planning Specialist/Investment Adviser Representative of The Helmstar Group, LLC.

Item 4 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Schober's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of The Helmstar Group, LLC's firm brochure for additional disclosures on this topic.

Item 5 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. Mrs. Trueba can be reached at 208-429-0800.

Jacob A. Williams, CFP®

The Helmstar Group, LLC

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Telephone: 208-429-0800

December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Jacob A. Williams that supplements the The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208-429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Jacob A. Williams (CRD # 6852076) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Jacob A. Williams, CFP®

Year of Birth: 1982

Formal Education After High School:

- Texas Tech University, M.B.A, Ph.D ; Personal Financial Planning; 2017
- BYU-Idaho, B.S.; Business & Finance; 2007

Business Background:

- The Helmstar Group, LLC, Director of Planning & Research/Investment Adviser Representative, 6/2017 – Present
- Texas Tech University, Grad Instructor, 8/2013 - 5/2017
- Lockheed Martin Corporation, Operations, 1/2011 - 7/2013

Certifications: CFP

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The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 63,000 individuals have obtained CFP® certification in the United States. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent,



measured as 2,000 hours per year); and

- Ethics - Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics - Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Jacob A. Williams has no required disclosures under this item.

Item 4 Other Business Activities

Jacob A. Williams is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as a Director of Research and Financial Planning Specialist/Investment Adviser Representative of The Helmstar Group, LLC.

Item 5 Additional Compensation

Refer to the Other Business Activities section above for disclosures on Mr. Williams's receipt of additional compensation as a result of his other business activities. Also, refer to the Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations section(s) of The Helmstar Group, LLC's firm brochure for additional disclosures on this topic.

Item 6 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. Mrs. Trueba can be reached at 208-429-0800.

Desiree D. Trueba

The Helmstar Group, LLC

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December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Desiree D. Trueba that supplements The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208- 429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Desiree D. Trueba (CRD # 7171505) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Desiree D. Trueba

Year of Birth: 1983

Formal Education After High School:

- Oregon State University, BA Political science, 2015

Business Background:

- The Helmstar Group, LLC, Chief Compliance Officer, 4/2021 - Present
- The Helmstar Group, LLC, Investment Adviser Representative, 9/2019 – Present
- The Helmstar Group, Client Services, 9/2015 – Present
- Unemployed, 6/2015 - 8/2015
- College, Full-time Student, 9/2012 - 5/2015

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Ms. Desiree D. Trueba has no required disclosures under this item.

Item 4 Other Business Activities

Desiree D. Trueba is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Client Services of The Helmstar Group, LLC. Moreover, Ms. Trueba does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Desiree D. Trueba does not receive any additional compensation beyond that received as a Client Services of The Helmstar Group, LLC.



Item 6 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. For Mrs. Trueba's supervisors, you may reach Thomas Steelman or Benjamin Boettcher at 208-429-0800.

Katherena Weyand

The Helmstar Group, LLC

**250 South 5th Street
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December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Katherena Weyand that supplements The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208-429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Katherena Weyand (CRD # 7330810) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Educational Background and Business Experience

Katherena Weyand

Year of Birth: 1990

Formal Education After High School:

- Texas A&M University, BA Russian & Sociology, 2012

Business Background:

- The Helmstar Group, LLC, Investment Adviser Representative, 1/2021 - Present
- The Helmstar Group, LLC, Client Service Specialist, 11/2018 – Present
- STRIVE, Executive Personal Assistant, 1/2018 – 11/2018
- Granbury Theater Company, Actor/Director, 5/2016 – 1/2018
- Homemaker, 5/2012-5/2016

Item 2 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Ms. Katherena Weyand has no required disclosures under this item.

Item 3 Other Business Activities

Katherena Weyand is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as a Client Service Specialist/Investment Adviser Representative of The Helmstar Group, LLC.

Item 4 Additional Compensation

Refer to the Other Business Activities section above for disclosures on Ms. Weyand's receipt of additional compensation as a result of her other business activities.

Also, refer to the Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations section(s) of The Helmstar Group, LLC's firm brochure for additional disclosures on this topic.



Item 5 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. Mrs. Trueba can be reached at 208-429-0800.

Robert H. Flagler

The Helmstar Group, LLC

**250 South 5th Street
Suite 600
Boise, ID 83702**

Telephone: 208-429-0800

December 6, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Robert H. Flagler that supplements the The Helmstar Group, LLC brochure. You should have received a copy of that brochure. Contact us at 208-429-0800 if you did not receive The Helmstar Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Robert H. Flagler (CRD # 6445633) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Educational Background and Business Experience

Robert H. Flagler

Year of Birth: 1989

Formal Education After High School:

- Boise State University, BA History, 2012
- Las Positas Community College, AA History, 2010

Business Background:

- The Helmstar Group, LLC, Financial Planner, 11/2022 - Present
- Clear Creek Financial Management, LLC, Financial Advisor, 12/2019 - 11/2022
- Treasure Valley Financial Planning, Advisor Associate, 1/2018 - 11/2022
- Fuhrman & Belnap LLC, Advisor Assistant, 1/2016 - 12/2017

Item 2 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Robert H. Flagler has no required disclosures under this item.

Item 3 Other Business Activities

Robert H. Flagler is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as Financial Planner of The Helmstar Group, LLC. Moreover, Mr. Flagler does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 4 Additional Compensation

Robert H. Flagler does not receive any additional compensation beyond that received as a Financial Planner of The Helmstar Group, LLC.



Item 5 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. For Mrs. Trueba's supervisors, you may reach Thomas Steelman or Benjamin Boettcher at 208-429-0800.

Peter James Butler, CFA®

The Helmstar Group, LLC

**250 South 5th Street
Suite 600
Boise, ID 83702**

Telephone: 208-429-0800

March 1, 2023

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

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Additional information about Robert H. Flagler (CRD # 6445633) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Educational Background and Business Experience

Peter James Butler, CFA®

Year of Birth: 1964

Formal Education After High School:

- San Diego State University, MBA Finance, 1994
- United States Naval Academy, BS Mechanical Engineering, 1986

Business Background:

- The Helmstar Group, LLC, Financial Analyst/Investment Adviser Representative, 2/2023 - Present
- Valtrend, LLC, Principal, 3/2010 - Present
- Pensionmark, Director of Investments - Boise, 1/2013 - 12/2022

Certifications: CFA

The Chartered Financial Analyst (CFA®) and Certification Mark (collectively, the "CFA marks") are professional certification marks granted in the United States and internationally by the CFA Institute.

The Chartered Financial Analyst® (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.

There are currently more than 150,000 CFA charter holders working in more than 140 countries. 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.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own;
- Maintain independence and objectivity;



- Act with integrity;
- Maintain and improve their professional competence; and
- Disclose conflicts of interest and legal matters.

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in over 30 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

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.

Item 2 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Peter James Butler has no required disclosures under this item.

Item 3 Other Business Activities

Peter James Butler is a Principal/Owner of Valtrend, LLC. Mr. Butler's duties as a Principal/Owner of Valtrend, LLC do not create a conflict of interest to his provision of advisory services through The Helmstar Group, LLC.

Item 4 Additional Compensation

Refer to the Other Business Activities section above for disclosures on Mr. Butler's receipt of additional compensation as a result of his other business activities.

Also, refer to the Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations section(s) of The Helmstar Group, LLC's firm brochure for additional disclosures on this topic.

Item 5 Supervision

Desiree D. Trueba is the Chief Compliance Officer for The Helmstar Group. Mrs. Trueba implements a specific set of Written Supervisory Procedures that have been developed for the supervision of the firm. She maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. The Helmstar Group has a specific Code of Ethics that applies to all employees. Mrs. Trueba implements procedures to ensure employees comply with the firm's Code of Ethics. For Mrs. Trueba's supervisors, you may reach Thomas Steelman or Benjamin Boettcher at 208-429-0800.