



321 Reed Street # 2
Akron, IA 51001
888.300.4975
<https://rdafn.com>

ADV Part 2 Disclosure Brochure

A Registered Investment Adviser Firm

IARD/CRD Number: 147309
SEC Number: 801-69651

March 30, 2024

This brochure provides information about the qualifications and business practices of **RDA Financial Network, Inc.** If you have any questions about the contents of this brochure, please contact us at phone:(888)300-4975. The information in this brochure has not been approved or verified by United States Securities and Exchange Commission or by any state securities authority.

"Registration does not imply a certain level of skill or training."

Additional information about RDA Financial Network, Inc. also is available on the SEC's website at:
www.adviserinfo.sec.gov.

Item 2 Material Changes

RDA Financial Network, Inc.'s (RDAFN) last Annual Form ADV Part 2A Disclosure Brochure amendment was dated March 30, 2023. The following are our current material changes:

- Trade Error Corrections: If a trade error was made in a client account resulting in a gain of over \$100.00, the client will keep the gain. If the gain is under \$100.00 Schwab will keep the gain. See Item 12 on page 15.
- RDA Financial Network use Schwab, a custodian/broker, to hold your assets and execute transactions See item 12 on page 16.
- RDA Financial Network participates in the Schwab Advisor Services™ See Item 12 page 17.

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Item 4 **Advisory Business**

RDA Financial Network, Inc. (RDAFN) is registered as an investment advisor with the Securities and Exchange Commission since October 2008. RDAFN is notice filed in Iowa and all other states where it conducts business and is required to be notice filed.

Effective April 1, 2021, the ownership of RDA Financial Network transferred from John Arthur to Chad Ericson. Chad has been an advisor with RDA since 2011 and has been involved at an executive level since 2019. John will continue as a member of the executive team. This is part of the ongoing succession plan for RDA.

RDAFN is a corporation organized in the state of Iowa. Chad Ericson is the sole owner and 100% stockholder of RDAFN. The Executive Officers of RDA Financial, Inc. consists of Chad Ericson, President and CISO, Michael A. Brannen, Chief Compliance Officer, and John Arthur, advisor to executive team. With over fifty years of experience in the securities industry, the leadership of RDA Financial Network, Inc. is equipped to provide quality investment advice to its clients.

Investment Advisor Representatives (IARs) of RDAFN that are responsible for giving investment advice must have a NASAA Series 66, NASAA Series 65 License or an investment advisor representatives licensing equivalent, such as a CFP designation.

RDAFN utilizes the back-office, portfolio management platform and client account services of Orion Advisor Services LLC, a securities industry and technology service provider.

INVESTMENT MANAGEMENT

Investment Management Services - RDAFN provides Investment Management Services, defined as giving continuous advice to clients based on their individual needs through RDAFN's Investment Management Services. RDAFN will obtain financial information from prospective clients to determine the suitability of RDAFN's Investment Management Services for prospective clients and to determine the appropriate investment objectives that are specific for each client account that is established with RDAFN.

Sub-Advisor Services - In some instances, Investment Management Services Accounts may be managed by independent Sub-Advisors that have Sub-Advisory agreements with RDAFN. In such circumstances, the Sub-Advisor will have discretionary power and trading authority for the investment of the Account. RDAFN and IAR shall be responsible for making the suitability determination in what investment strategy will be implemented in the management of client's account by Sub-Advisor. Sub- Advisor will also provide administrative services which may include the calculating and processing for payment of advisory fees on behalf of RDAFN. Sub-Advisor may perform other administrative duties on behalf of RDAFN.

Discretionary Trading - If authorized by the Client, RDAFN, IAR or Sub-Advisor will buy, sell, exchange, convert, tender and otherwise trade on a discretionary basis mutual funds, variable annuities and life contracts, and the sub- accounts thereof, general securities including stocks, bonds, CMOs, REITs, ETFs, unit investment trusts and other securities, and if authorized independently, to purchase or write options to purchase or sell securities, consistent with investment analysis, interpretations and judgments designed to seek an investment return suitable to the investment objectives and goals of the Client, subject, however, to any limitations established by the Client and acknowledged by RDAFN.

ADVISORY SERVICE FOR EMPLOYER SPONSORED RETIREMENT PLANS

RDAFN provides advisory services to employer sponsored retirement plans, (Retirement Plans Services) including pension and profit-sharing plans (the “Plans”) through written agreements with Plans. RDAFN provides fiduciary services and nondiscretionary fiduciary services to employer sponsored retirement plans which include the following service:

Plan Sponsor - ERISA Section 3(38) Discretionary Fiduciary Services

- Establish or Revise the Plan’s Investment Policy Statement (“IPS”)
- Initial Selection and Ongoing Monitoring of the Plan’s Designated Investments (DIs)
- Qualified Default Investment Alternative (“QDIA”) Management
- Creation and Maintenance of Model Asset Allocation Portfolios (“Model Portfolios”)
- Discretionary Asset Management for Pooled Trustee-Directed Account(s)

Plan Sponsor - ERISA Non- Discretionary Fiduciary Services

- Assistance with Client’s Governance and Committee Review
- Investment Education for Plan Fiduciaries
- Employee Investment Education and Communication

Other fiduciary or non-discretionary fiduciary services may also be provided by RDAFN to Plans.

RDAFN’s Fiduciary Oath - RDAFN and RDAFN’s IARs must adhere to a fiduciary standard of care that requires RDAFN and RDAFN’s IARs to act and serve in the client's best interests with the intent to eliminate, or at least to expose, all potential conflicts of interest which might incline them—consciously or unconsciously—to render advice which was not in the best interest of their clients.

FINANCIAL PLANNING - RDAFN provides Financial Planning & Consulting Services to clients through its IARs. When providing these services, we will obtain financial information and documents from clients to determine the appropriate advice to be provided to them. The financial planning or consulting process includes but is not limited to the following:

- Data gathering
- Establishing objectives
- Analyzing the client’s current situation
- Designing a plan to meet the client’s objectives.
- Presenting the plan and making any needed revisions
- Recommendations of appropriate action
- Reviewing/Monitoring the financial plan when applicable

If a client chooses to implement the advice of a RDAFN IAR, the client may do so through the IAR in his/her capacity as a RDAFN IAR. If the client chooses to implement the advice of a RDAFN IAR acting as a registered representative, the client may do so through the IAR in his/her separate capacity as a registered representative if he/she is licensed as a registered representative of United Planners a Broker/Dealer Member FINRA/SIPC. If the client chooses to implement the advice of a RDAFN IAR for insurance purposes, the client may do so through the IAR in his/her separate capacity as a licensed insurance agent, if he/she is licensed as an independent insurance agent provided the RDAFN IAR is separately licensed as an insurance agent. When implementing transactions in these separate capacities, the IAR may earn fees or commissions. If fees or commissions are earned, the IAR may waive or reduce the financial planning or consultation fee by the amount of the fees or commissions received by the IAR.

THIRD PARTY MONEY MANAGERS - RDAFN has established relationships with other investment advisors that offer a variety of investment advisory programs and services that include separate account portfolio management programs, asset allocation programs, wrap fee programs, and financial planning services. These other investment advisors are registered investment advisors or exempt from registration as investment advisors. RDAFN's IARs may recommend these other investment advisors to clients based on clients' financial needs.

Clients should understand that referral fees paid by these other investment advisors to RDAFN and RDAFN IARs may differ from one investment advisor to another investment advisor. Such conflicts may affect the independent judgment of RDAFN's IARs in the selection of other investment advisors that they recommend to clients. Establishing and terminating accounts with other investment advisors is dependent on the other investment advisors' termination policies and procedures. A complete description of these other investment advisor programs, services, termination provisions, and related fees and charges are described in these investment advisors' agreement and their Form ADV Part 2 Disclosure Brochures.

RDAFN's referrals to other investment advisor services are tailored to the individual needs of each client. RDAFN obtains financial information from prospective clients to determine the suitability of RDAFN's referrals to other investment advisor services.

Each client may impose restrictions on the types of referrals provided by RDAFN. RDAFN's IARs will be continuously available to meet with clients who are referred to these other investment advisors and open investment advisory accounts or establish financial planning services with these other investment advisors.

WHOLESALE ACTIVITIES – RDAFN has no wholesaling relationships currently.

RDAFN WRAP FEE PROGRAM - RDAFN currently sponsors the RDAFN Wrap Fee Program. RDAFN and RDAFN IARs also act as portfolio managers in the RDAFN Wrap Fee Program. For a more detailed description of the Wrap Fee Program please review the RDAFN Wrap Fee Program Brochure.

MODEL PORTFOLIO ADVISOR PROGRAM - RDAFN offers a Model Portfolio Advisor Program that is primarily designed for other registered investment advisors that have investment overlay programs or sub-advisor programs. The RDAFN Model Portfolio Advisor Program includes investment research, recommendations, model portfolio advice and other related investment research services. RDAFN will not exercise any investment trading discretion or act as a fiduciary over any client account in our Model Portfolio Advisor Program.

Model Portfolio Advisor Program Disclosures - RDAFN may receive model portfolio advisor program fee compensation from other investment advisors that provide overlay or sub-advisor programs. RDAFN Investment Advisor Representatives may utilize RDAFN model portfolios in those overlay or sub-advisor programs. In those circumstances, the Investment Advisor Representative will receive a client advisory fee, and RDAFN may also receive a Model Portfolio Advisor fee. Clients will be provided with the proper fee disclosure in these dual compensation situations.

GENERAL ADVISORY SERVICES DISCLOSURES

Investment Management -Assets Under Management

RDAFN has \$ 493,702,617.90 of assets under discretionary management in its Investment Management Services as of December 31, 2023.

RDAFN has \$ 0.00 of assets under non-discretionary management in its Investment Management Services as of December 31, 2023.

Other Charges and Expenses - Client may incur certain charges imposed by third parties other than RDAFN in connection with investments in client accounts, including but not limited to IRA fees, other custodial fees; and mutual fund and variable annuity internal expenses, commissions, 12(b)-1 distribution fees, surrender charges and other expenses.

Custody - RDAFN does not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank or broker-dealer. RDA may perform certain activities on your behalf where we may be deemed to have custody of your assets. The following two instances create situations where we are deemed to have custody:

- RDAFN has custody of client assets due only to our ability to deduct fees from client accounts.
- Certain clients have signed a broad standing letter of authorization that allows us to conduct business on their behalf with the custodian, including withdrawing assets to be sent to third parties, based on instructions provided by the client. We may be deemed to have custody of your assets if you give us authority to withdraw assets from your account.

The Broker-Dealer/Custodian of client assets sends account statements directly to clients. Clients receive account statements from the Broker- Dealer/Custodian. Clients should carefully review those statements. If you have questions regarding your account statement, or if you did not receive a statement directly from your custodian, please contact us directly at the telephone number provided on the cover page of this ADV brochure.

Proxy Voting - RDAFN, IAR and Sub-Advisor are expressly precluded from taking any action on behalf of or rendering any advice to Client with respect to (a) the voting of proxies solicited by, or with respect to, the issuers of any securities held in a client account; or (b) legal proceedings involving securities or other investments presently or formerly held in a client account, or the issuers thereof, including bankruptcies. RDAFN, IAR or Sub-Advisor will send to Client all such proxy and legal proceeding information and documents it receives for action as the Client deems appropriate.

RDAFN Agreement Termination - Investment Management Agreements Termination. Either party may choose to terminate the Agreement for Investment Management Services by giving notice to the other party of termination. The Agreement may also be terminated by closing the Client Account(s). In addition, this Agreement may be terminated upon written notice from the Custodian that the authorization to deduct the Advisory Fees from the Client Account(s) has been terminated. Any prepaid, unearned fees will be refunded to Client on a pro-rata basis. There is no termination fee; however, the Account(s) may be subject to fees or charges related to transferring an Account, or Account closing costs charged by the Custodian.

Retirement Plan Service Agreements - Service Agreements may be terminated upon 30 days prior written notice to the other party. RDAFN will be entitled to a pro-rata amount of compensation.

Financial Planning Agreements - Planning Agreements are generally terminated upon completion of services being provided to the client by RDAFN's IAR. However, a Financial Planning Agreement may be terminated before completion by either party effective upon receipt of written notice to the other party. Upon termination, Client shall receive a refund of any Financial Planning Fees paid but not already earned by RDAFN. In the alternative, if Client owes RDAFN any fees at the termination of the agreement the fees shall be immediately due and payable.

Doing Business As - Our business model is based on a network of Investment Advisor Representatives ("IARs") with offices located in numerous states and cities. Although all IARs of

RDAFN are registered with, and subject to oversight and supervision by RDAFN, they operate their businesses independently and some offices work under a separate business name or “DBA”. IARs associated with RDAFN may provide IAR services to clients under a DBA name that is owned and registered by the IAR or the group of IARs for which the DBA name represents. As such, marketing materials provided to clients and potential clients may include the DBA name and may include a logo associated with the DBA name. RDAFN continues to review and approve marketing materials related to the IAR or IA firm services offered and provided to clients. RDAFN supervises IARs in the performance of their IAR duties whether the services are performed under the IAR’s name, the DBA name, or the RDAFN name. If properly disclosed as an outside business activity of the IAR, RDAFN allows IARs to provide other products and services through their DBA so long as they are unrelated to RDAFN’s investment advisor business. These outside business activities are not associated with or supervised by RDAFN. Because all our IARs operate their businesses independently from one another, they have significant flexibility in providing tailored individualized investment advice to clients. RDAFN’s home office in Akron, Iowa, assists the IARs with marketing, back-office functions, and compliance responsibilities. A list of all the RDAFN approved DBA names can be found on our Schedule D, Section 1.B. Other Business Names of our Form ADV Part 1 which is available on the SEC’s Investment Advisor Public Disclosure website at www.adviserinfo.sec.gov.

Item 5 Fees and Compensation

Investment Management Fees - RDAFN manages client accounts for a percentage of the assets under management. RDAFN charges an annualized Advisory Fee that ranges up to 2.05%, depending on the size and complexity of the client account or retirement plan. The initial Advisory Fee shall be calculated from the date on which assets or cash were first deposited into the Account to the last day of the calendar quarter in which such deposits were made (or, at RDAFN’s option, through the last business day of the next calendar quarter if the date the account is accepted by RDAFN falls within 30 days prior to the beginning of a calendar quarter). The Account Value for the purposes of calculating the initial Advisory Fee is the value on the last day of the calendar quarter. If additional assets are deposited to the Account(s) during a fee period, Client will be charged additional Advisory Fees based on the value of the additional assets, prorated for the number of days remaining in such fee period.

The Advisory Fee will normally be charged on a quarterly basis, payable in advance, and will be billed based on the value of the assets under management on the last day of the prior reporting period. Debit balances due to the use of margin will be ignored for the purposes of calculating fees. If an Account is opened by transferring assets from an existing RDAFN Account, then the Advisory Fee will not be assessed until the beginning of the quarter following execution of this Agreement. If an Account is closed by transferring assets to a new Account managed by RDAFN or Sub-Advisor, then the Advisory Fee for the quarter shall not be prorated to the date of transfer.

RDA Proprietary Strategies – RDAFN proprietary strategies have a maximum fee allowable of 2.05%.

Sub-Advisor Fees - RDAFN will compensate Sub-Advisors up to **1.05%** for investment management services and administrative services for sub-advised accounts.

General Investment Management Fee Disclosures - Client may have Management Fees paid from other accounts or custodians, or be billed directly by invoice, in such cases Management Fee deductions will be noted as zero on the client’s monthly Custodian statements.

Clients may incur certain charges imposed by third parties other than RDAFN in connection with

investments placed in an Investment Management account, including but not limited to:

- IRA and Qualified Retirement Plan Fees, and other custodial fees; and
- Mutual fund and variable annuity internal expenses, commissions, sales loads, 12(b)-1 fees, trail fees and surrender charges, portions of which may be received by RDAFN IAR in their capacities as registered representatives of United Planners Financial Services. The purchase of mutual fund shares in client's account can result in certain processing and mailing charges that are not incurred when shares are purchased directly from the mutual fund company.
- Broker-Dealer and Custodian fees, expenses, and commission charges are separate and distinct from the fee charged by RDAFN.

RDA Miscellaneous Technology Fee – RDAFN advisors may choose to charge each client account at their discretion a miscellaneous technology fee. This fee helps defray the growing costs of technology and cyber security expenses associated with the maintenance of your account(s). Each advisory account may be charged a yearly miscellaneous technology fee not to exceed \$150.00 USD. This fee will be debited directly from each account agreed to by both IAR and client in writing on RDAFN's Agreement for Investment Managements Services Exhibit A form in advance on a quarterly basis. Any technology fee will not be refunded.

ADVISORY SERVICE FOR EMPLOYER SPONSORED RETIREMENT PLAN FEES -

RDAFN charges annualized fees of up to 1%, depending on the services provided, and size and complexity of the retirement plan. The fees are paid quarterly, at the beginning of each quarter. The initial Advisory Fee shall be calculated from the date on which assets or cash were first reported to the last day of the calendar quarter in which such deposits were made (or, at RDAFN's option, through the last business day of the next calendar quarter if the date the account is accepted by RDAFN falls within 30 days prior to the beginning of a calendar quarter). The Account Value for the purposes of calculating the initial Advisory Fee is the value on the last day of the calendar quarter. If additional assets are deposited to the Account(s) during a fee period, Client will be charged additional Advisory Fees based on the value of the additional assets, prorated for the number of days remaining in such fee period.

The Advisory Fee will normally be charged on a quarterly basis, payable in advance, and will be billed based on the value of the assets under management on the last day of the prior reporting period. Debit balances due to the use of margin will be ignored for the purposes of calculating fees. If an Account is opened by transferring assets from an existing RDAFN Account, then the Advisory Fee will not be assessed until the beginning of the quarter following execution of this Agreement. If an Account is closed by transferring assets to a new account managed by RDAFN or Sub-Advisor, then the Advisory Fee for the quarter shall not be prorated to the date of transfer.

FINANCIAL PLANNING - Our minimum charge for a financial plan is \$500 with an anticipated three hours of work. A detailed analysis of a business involving multiple partners, outside consultants, or complex planning strategies will be billed at the hourly rate of \$150 - \$250. These fees are not contingent on and are not affected by assets placed in fee-based accounts. At no time will RDAFN require any prepayment of greater than \$1,200 for more than 6 months in advance of a financial plan; and the advisor will offer an estimate of hours required to fulfill the planning project. Fees will be determined by the IAR based upon the complexity of the client's financial situation and the services being provided to the client. Financial Consulting Services agreements are terminated upon completion of services being provided to the client by RDAFN's IAR. We do not offer planning services for flat rates but will bill on an hourly basis with a four-hour minimum. If a financial plan is created and no fee is charged by the IAR then the IAR may receive commissions through investment or insurance products sold if he/she is licensed as a registered representative or insurance agent.

In addition, if the client contracts with RDAFN for additional services, the IAR may waive and/or reduce the financial planning or consultation fees as a result of the fees from the additional services. Any fee adjustment is at the discretion of the IAR based upon the complexity of the client's financial situation and the services being provided and will be disclosed to the client prior to the transaction being implemented. Clients are not obligated in any manner to implement the advice of their RDAFN advisor through the RDAFN Financial Planning division or their IAR in their separate capacities as registered representatives of United Planners and/or independent insurance agents.

THIRD PARTY MONEY MANAGERS - Clients should understand that referral fees paid by these other investment advisors to RDAFN and RDAFN IARs may differ from one investment advisor to another investment advisor. Such conflicts may affect the independent judgment of RDAFN's IARs in the selection of other investment advisors that they recommend to clients. Establishing and terminating accounts with other investment advisors is dependent on the other investment advisor's termination policies and procedures. A complete description of these other investment advisor programs and services, and related fees and charges are described in these investment advisor's agreement and disclosure forms. Fee for these referral advisor programs may range up to 2.65%. These Fees may be more than the cost of purchasing the same services separately or similar services elsewhere. For further details on these other investment advisors' fee schedules please review their Form ADV Part 2 Disclosure Brochures.

MODEL PORTFOLIO ADVISOR PROGRAM - RDAFN will receive compensation from other investment advisors. Compensation will be based on an annualized fee that is paid either monthly or quarterly by the overlay manager. This fee will be based on the total assets that are in the model portfolio provided by RDAFN to the overlay manager. The maximum annual fee may be up to 105 basis points (1.05%). Clients will be provided with the proper fee disclosure.

RDAFN may receive sub-advisor fee compensation from other investment advisors that provide overlay or sub- advisor programs. RDAFN Investment Advisor Representatives may utilize RDAFN model portfolios in those overlay or sub-advisor programs. In those circumstances, the Investment Advisor Representative will receive a client advisory fee, and RDAFN may also receive a Model Portfolio Advisor fee. Clients will be provided with the proper fee disclosure in these dual compensation situations.

MARKETING SOFT DOLLARS - RDAFN Advisors may receive a portion of fees paid to sub-advisors to be used for marketing purposes. This may create a conflict of interest in where an IAR may encourage the use of one of these participating strategists over other approved sub-advisors. Currently, RDAFN does not have any existing relationships to disclose.

WHOLESALE ACTIVITIES - RDAFN has no wholesaling activities to disclose currently.

BROKER-DEALER AND INSURANCE COMPENSATION - RDAFN's IARs may also be licensed as broker-dealer registered representatives with United Planners Financial Services and/or insurance agents. In those capacities, they may sell securities for sales commissions as registered representative and sell insurance products for sales commissions as an independent insurance agents. Some advice offered by the IARs may involve investments in mutual funds and variable annuity products which pay 12b-1 trail fees. IARs may receive a portion of these 12b-1 trail fees in their separate capacity as registered representatives. Clients should be aware that the payment and receipt of these commissions and fees could represent an incentive for the Advisors to recommend mutual funds or variable annuities that pay 12b-1 trail fees or pay higher 12b-1 trail fees over funds with no 12b-1 fees or lower fees, thus creating potential conflicts of interest to

recommend investment and insurance products based on compensation rather than client needs. Clients always have the option of purchasing recommended investment and insurance products through other broker-dealers and insurance agents that are not affiliated with RDAFN or United Planners Financial Services.

RDAFN addresses these Compensation conflicts through the following **Compliance Oversight Policies**:

- **Conflicts of Interest** - RDAFN must disclose any potential or actual conflicts of interest when dealing with clients.
- **RDAFN Obligations** - RDAFN and its IARs are subject to the following specific obligations when dealing with clients:
 - The duty to have a reasonable, independent basis for its investment advice.
 - The duty to ensure that investment advice is suitable to meeting the client's individual objectives, needs, and circumstances.
 - A duty to be loyal to clients.

Chad Ericson, president of RDAFN, is also a Broker-Dealer OSJ Manager/Supervisor for United Planners Financial Services. He is responsible for supervising RDAFN advisory accounts, planning activities and referrals to other investment advisors. Chad Ericson delegates certain supervision responsibilities to Michael Anne Brannen, who reports to him. The main reports and documents they review in supervising these activities are the RDAFN Client Agreement, new account documents, trade tickets, confirmations, brokerage statements, performance reports, daily activity reports and planning documents. They also conduct branch office supervision/compliance audits of RDAFN's IARs. Michael A. Brannen, the Chief Compliance Officer (CCO) of RDAFN is responsible for RDAFN's compliance with SEC and state investment advisor regulations, and RDAFN's Policy and Procedures Manual.

GENERAL RDAFN FEE DISCLOSURE - Fees paid by clients in the various advisory programs and services of RDAFN may be more than the cost of purchasing the same services separately or similar services elsewhere.

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

RDAFN does not conduct any Performance-Based Fees advisory business.

Item 7 Types of Clients

Advice - RDAFN generally provides investment advice to the following:

- Individual Investors
- Profit sharing plans and participants.
- Pensions and other retirement plans
- Corporations or other business entities
- Trust, estates, or other charitable organizations

Account Minimums - RDAFN's recommended minimum investment amount for establishing and maintaining an Investment Management Program account with RDAFN is \$25,000. Exceptions may be granted to this minimum at the discretion of RDAFN.

Retirement Plan Size Minimums - RDAFN's recommended assets minimum for establishing and maintaining an Employer Sponsored Retirement Plan agreement is \$750,000. Exceptions may be granted to this minimum at the discretion of RDAFN.

Planning Fee Minimum - RDAFN charges a minimum fee of \$500 for Financial Planning. Exceptions may be granted to this minimum at the discretion of RDAFN.

Referral Advisor Fees - Other Investment Advisors that RDAFN may refer clients to set their own account minimums. Generally, such minimums are in the \$50,000 to \$100,000 account range.

Item 8 Methods of Analysis, Strategies & Risk of Loss

Methods of Analysis - RDAFN will obtain financial information from prospective clients on the RDAFN Client Agreement and other new account documents to determine the suitability of RDAFN's Investment Management Program and to determine the appropriate investment objectives that are specific for each client account that is established with RDAFN. Each Advisor gives investment advice to his or her clients based on what is suitable for each client. Reviews are conducted for all accounts on an ongoing basis. Each investment advisor reviews his or her client accounts. They are instructed to review investment performance, suitability, appropriate asset allocation, and to monitor the account for any changes or updates that are needed (among other things). Clients establishing and maintaining investment management accounts may receive quarterly performance reports from RDAFN showing the investment performance of their accounts. Investing in securities involves risks that clients should be prepared to bear.

The members of RDAFN's Wealth Management Committee manage and review RDAFN's Investment Strategy models and conduct due diligence and approval of Sub-Advisors.

- **RDA Proprietary Strategies** - Our Investment suite of strategies includes but is not limited to; strategies focused on capital preservation to aggressive model strategies. An IAR's main objective when offering these strategies as a solution for their client's portfolios, is to meet their client's objectives while staying within their risk parameters. We use quantitative and qualitative analysis to work toward this goal. Our trading strategies range from a complex algorithm program developed by the RDAFN wealth management team to fundamental asset bottom-up/top-down investment strategies. Actual client asset trading results may be materially lower. Our models show the diversity of asset classes and are actively traded to manage risk. Everyone is unique and every portfolio is unique. Your portfolio will have its own distinct characteristics within the risk parameters established. After taking the risk tolerance questionnaire, the appropriate combination of equity and fixed income will be recommended that is the right approach for you.
- **General Investment Strategy Guidelines for RDAFN IARs that Manage Client Accounts outside of RDAFN's Proprietary Investment Suite of Strategy Programs** - RDAFN IARs conduct fundamental security analysis when managing client accounts. RDAFN IARs' primary investment strategies are based on investing for the long term (over a year). However, short-term (under a year) strategies are also utilized to introduce additional asset classes to a portfolio or reduce exposure to a primary asset class due to current market conditions.
- **Sub-Advisor Services** - In some instances, investment management accounts may be managed by independent Sub-Advisors that have Sub-Advisory Agreements with RDAFN. In such circumstances, the Sub-Advisor will have discretionary power and trading authority for the investment of the account.

RDAFN, IAR or Sub-Advisor will buy, sell, exchange, convert, tender and otherwise trade on a discretionary or non-discretionary basis mutual funds, variable annuities and life contracts, and the sub-accounts thereof, general securities including stocks, bonds, CMOs, REITs, ETFs, unit investment trusts and other securities, and if authorized independently, to purchase or write options

to purchase or sell securities, consistent with investment analysis, interpretations and judgments designed to seek an investment return suitable to the investment objectives and goals of the Client, subject, however, to any limitations established by the Client and acknowledged by RDAFN. Individual RDAFN investment strategies can and do involve the frequent trading of securities which can affect investment performance particularly through increased brokerage charges, other transaction costs and taxes.

Risk of Loss - There are risks inherent in all financial decisions and transactions. RDAFN and RDAFN IARs cannot guarantee the current or future performance of client accounts, or the success of any investment decision or strategy that RDAFN and RDAFN IARs may use with client accounts.

Item 9 Disciplinary Information

RDAFN has no current disciplinary information to report to the public, clients, or prospective clients. No RDAFN management person has any current disciplinary information to report to the public, clients, or prospective clients.

Item 10 Other Financial Industry Activities and Affiliations

Broker-Dealer and other Financial Industry Activities and Affiliations - RDAFN is not registered as a broker-dealer, futures commission merchant, commodity pool operator or commodity trading advisor and will not become registered in any of these capacities. RDAFN's IARs are not associates of a futures commission merchant, commodity pool operator or commodity trading advisor. RDAFN's IARs will not become registered or associated in any of these capacities.

Broker-Dealer- RDAFN IAR's may be licensed as registered representatives of United Planners Financial Services (United Planners) a registered broker-dealer with the Securities & Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA), and a member of the Securities Investor Protection Corporation (SIPC). RDAFN IARs may encourage clients to use not only their investment advisory services, but their broker-dealer services as well. United Planners offers a full range of investment products and services. United Planners broker-dealer commissions are comparable to other full services brokers. Some advice offered by the IARs may involve investments in mutual funds and variable annuity products which pay 12b-1 trail fees. RDAFN prohibits IARs from collecting both a fee for investment advisory management, and any 12b-1 trail fees associated with their clients investing in such products. Clients should be aware that the payment and receipt of 12b-1 trail fees do exist, and that other entities may collect such fees. RDAFN and IARs may in some instances receive other advantages from these entities in the form of soft dollars to help cover technology costs, thus creating a potential conflict of interest.

Commissions charged by United Planners may be higher or lower than those charged at other broker/dealers. United Planners registered representatives associated with RDAFN may have a conflict of interest in having clients purchase securities and/or insurance related products through United Planners in that the higher their production with United Planners the greater potential for obtaining a higher pay-out on commissions earned. Further, registered representatives are restricted to only offering those products and services that have been reviewed and approved for offering to the public by United Planners and for which United Planners and its clearing firm, Pershing,LLC, has obtained a selling agreement.

Not all RDAFN IARs are licensed as registered representatives of United Planners or any other registered broker-dealer. If an RDAFN IAR is not licensed as a registered representative of United Planners, then United Planners has no supervision responsibility for that individual under FINRA

regulations. In addition, RDAFN IARs that are not licensed as registered representatives may not share in broker-dealer commissions or fees. RDAFN IARs that are not licensed as registered representatives are supervised by RDAFN and the RDAFN Compliance and Supervision staff under SEC and state investment advisor regulations.

Insurance Activities and Affiliations - IARs may be licensed as insurance agents and can provide insurance products and services to clients. As insurance agents, they will earn insurance commissions and fees while selling and servicing insurance products and services.

Attorney at Law - RDAFN IAR, Michael LaSovage is also independently licensed as an attorney. When providing legal services, he may earn legal fees and compensation. These legal services are separate and independent from the advisory services he provides under RDAFN.

Accountant - RDAFN IAR, Robert LaSovage is also an accountant. When providing accounting services, he may earn accounting fees and compensation. These accounting services are separate and independent from the advisory services provided under RDAFN.

Referral Fees Paid by Other Investment Advisors to RDAFN - Clients should understand that referral fees paid by other investment advisors to RDAFN and RDAFN IARs may differ from one investment advisor to another investment advisor. Such conflicts may affect the independent judgment of RDAFN's IARs in the selection of other investment advisors that they recommend to clients.

Establishing and terminating accounts with other investment advisors is dependent on the other investment advisors' termination policies and procedures. A complete description of these other investment advisor programs and services, and related fees and charges are described in these investment advisors' agreement and disclosure forms. Fee for these referral advisor programs may range up to 2.05%. These fees may be more than the cost of purchasing the same services separately or similar services elsewhere. For further details on these other investment advisors' fee schedules please review their Form ADV Part 2 Disclosure Brochures.

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

RDAFN has established a Code of Ethics to comply with the requirements of Section 204A-1 of the Investment Advisers Act of 1940 that reflects RDAFN's fiduciary obligations and those of its supervised persons and requires compliance with federal securities laws. RDAFN's Code of Ethics covers all individuals that are classified as supervised persons. All RDAFN owners and IARs are classified as supervised persons. RDAFN requires its supervised persons to consistently act in the RDAFN clients' best interest in all advisory activities. RDAFN imposes certain requirements on supervised persons to ensure that they meet RDAFN's fiduciary responsibilities to RDAFN clients. This standard of conduct requirement is higher than what is ordinarily required and encountered in business. RDAFN and RDAFN's supervised persons may buy, sell and hold securities for their personal accounts, which RDAFN may also recommend to clients, or buy and sell on a discretionary basis for clients. As these situations may present a potential conflict of interest, it is the policy of RDAFN that no supervised person shall prefer their own interest over the interest of RDAFN clients.

No supervised person employed by RDAFN may buy or sell any security for their personal accounts prior to a transaction being implemented for an advisory account.

No supervised person employed by RDAFN may buy or sell securities for their personal accounts where their decision is derived from information obtained through their employment with RDAFN

unless the information is also available to the investing public upon reasonable inquiry.

RDAFN maintains a list of all securities holdings for all supervised persons, which is reviewed on a regular basis by a principal of the RDAFN.

Conflicts Regarding Other Activities and Affiliations - RDAFN addresses these conflicts through the following **Compliance Oversight Policies**:

- **Conflicts of Interest** – RDAFN must disclose any potential or actual conflicts of interest when dealing with clients.
- **RDAFN Obligations** – RDAFN and its IARs are subject to the following specific obligations when dealing with clients:
 - The duty to have a reasonable, independent basis for its investment advice.
 - The duty to ensure that investment advice is suitable to meeting the client's individual objectives, needs, and circumstances.
 - A duty to be loyal to clients.

This Code of Ethics response is only intended to provide clients and potential clients with a summary description of RDAFN's Code of Ethics. If current clients or potential clients want to review RDAFN's entire Code of Ethics they may obtain a copy of it by calling RDAFN at (888) 300-4975 or writing to Michael A. Brannen at RDA Financial Network, Inc. 321 Reed Street Suite #2 Akron, IA 51001 or via email at mbrannen@rdafn.com. You may also visit us online @ <https://rdafn.com>

Item 12 Brokerage Practices

RDAFN CUSTODIAN/BROKER-DEALER RELATIONSHIPS

Custodian/Broker-Dealer Arrangements - If the Custodian/Broker-Dealer for an account is RDAFN directed, then RDAFN shall consider a number of factors including, without limitation, best execution, the overall direct net economic impact on account assets (including commissions which may not be the lowest available, but which will not be higher than the generally prevailing competitive range) the financial stability of the Custodian/Broker-Dealer, the efficiency with which the transaction is effected, the ability to effect the transactions where complicating factors are involved, the availability of the Custodian/Broker-Dealer to stand ready to execute possible difficult transactions in the future, and other matters involved in the receipt of brokerage and research services.

RDAFN has Custodian/Broker-Dealer arrangements with:

- Charles Schwab
- Exeter Trust Company
- Capital Group – American Funds & American Funds Service Company
- TIAA-CREF
- SEI

Collectively referred to as Qualified Custodian/Broker-Dealers. RDAFN will recommend these Qualified Custodian/Broker-Dealers to clients for custody and brokerage services. These Qualified Custodian/Broker-Dealers' advisory accounts custody and brokerage services are typically not available to retail investors. These benefits include the following products and services (provided without cost or at a discount):

- Duplicate client statements and confirmations
- Research related products and tools
- Consulting services

- Access to a trading desk serving advisor participants.
- Access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts)
- The ability to have advisory fees deducted directly from client accounts.
- Access to an electronic communications network for client order entry and account information
- Access to mutual funds with no transaction fees and to certain institutional money managers

Some of the products and services made available by these Qualified Custodian/Broker-Dealers may benefit RDAFN but may not directly benefit client accounts. These products or services may assist RDAFN in managing and administering client accounts, including accounts not maintained at these Qualified Custodian/Broker-Dealers. Other services made available by these Qualified Custodian/Broker-Dealers are intended to help RDAFN manage and further develop its business enterprise. The benefits received by RDAFN do not depend on the amount of brokerage transactions directed to these Qualified Custodian/Broker-Dealers. Clients should be aware, however, that the receipt of economic benefits by RDAFN or its related persons in and of itself creates a potential conflict of interest and may indirectly influence RDAFN's choice or recommendation of these Qualified Custodian/Broker-Dealers for custody and brokerage services.

Trading – RDAFN allocates trades to clients in a fair and equitable manner that will be applied consistently to all clients. Personal accounts of RDAFN, its investment advisor representatives, associates and family members will not be treated more favorably than any other client account. RDAFN will make every attempt to completely fill all block order trades. In the event where there is a partial fill of the trade the trade will be allocated as follows: Small (100 share) and odd lot positions filled in entirety then prorated across the remaining shareholders. All variable annuities managed within the Investment Management Program by RDAFN will have their variable annuity subaccount transactions processed through the Custodian of record for the variable annuity.

Trading Error Corrections - It is RDAFN's policy to ensure clients are made whole following a trade error. Specifically, when a trade error occurs in a client account that results in a loss, the responsible party will reimburse the client. The responsible party may include RDAFN, RDAFN IARs, United Planners or a Qualified Custodian/Broker-Dealer. If the trade error was made in a client account resulting in a gain of over \$100.00, the client will keep the gain. If the gain is under \$100.00 Schwab will keep the gain. If the trade error was made in a block trading account and client funds were not at risk and the trade results in a gain, RDAFN will keep the gain unless the Qualified Custodian/Broker-Dealer keeps the gain.

Client Directed Accounts - If the Custodian/Broker-Dealer for an account is client directed, the client will have the responsibility to negotiate the terms and arrangements with the Custodian/Broker-Dealer and RDAFN will not seek better execution services through other Custodian/Broker-Dealers.

Additional Information on RDAFN's Relationship with United Planners Financial Services - If clients wish to have RDAFN's IARs implement the advice in their capacity as registered representatives, the IAR's broker/dealer, United Planners, will be used. IARs of RDAFN are registered representatives of United Planners and are required to use the services of United Planners and United Planner's approved clearing broker-dealers when acting in their capacity as registered representatives. United Planners serves as the introducing broker-dealer. All brokerage accounts established through United Planners will be cleared and held at Pershing, LLC, a registered broker/dealer, member FINRA and SIPC.

United Planners has a wide range of approved securities products for which United Planners performs due diligence prior to selection. United Planners' registered representatives are required to

adhere to these products when implementing securities transactions through United Planners.

Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer. United Planners also provides the IARs of RDAFN, and therefore the RDAFN, with back-office operational, technology, and other administrative support. Other services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. Such services are intended to help RDAFN manage and further develop its business enterprise.

United Planners and its clearing broker/dealer, (Pershing LLC) also make available to RDAFN other products and services that benefit RDAFN but may not directly benefit its clients' accounts. Some of these other products and services assist RDAFN in managing and administering client accounts. These include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution; provide research, pricing information and other market data; facilitate payment of RDAFN's fees from its clients' accounts; and assist with back-office functions; recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of RDAFN's accounts, including accounts not held through United Planners. Broker-Dealer and Custodian fees, expenses, and commission charges are separate and distinct from the fee charged by RDAFN.

Additional Information on RDAFN's Relationship with Charles Schwab & CO., Inc. (Schwab) -

RDA Financial Network does not maintain custody of your assets that we manage, although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Item 15—Custody, below). Your assets must be maintained in an account at a "qualified custodian," generally a broker-dealer or bank. We require that our clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, as the qualified custodian.

We are independently owned and operated and are not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when we instruct them to. While we require that you use Schwab as custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. Conflicts of interest associated with this arrangement are described below as well as in Item 14 (Client referrals and other compensation) You should consider these conflicts of interest when selecting your custodian.

How we select brokers/custodians

We use Schwab, a custodian/broker, to hold your assets and execute transactions. When considering whether the terms that Schwab provides are, overall, most advantageous to you when compared with other available providers and their services, we take into account a wide range of factors, including:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds [ETFs], etc.)

- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices
- Reputation, financial strength, security and stability
- Prior service to us and our clients
- Services delivered or paid for by Schwab
- Availability of other products and services that benefit us, as discussed below (see "Products and services available to us from Schwab")

For our clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. Certain trades (for example, mutual funds and ETFs) do not incur Schwab commissions or transaction fees. Schwab is also compensated by earning interest on the uninvested cash in your account in Schwab's Cash Features Program. [For some accounts, Schwab charges you a percentage of the dollar amount of assets in the account in lieu of commissions.] Schwab's asset-based fees applicable to our client accounts were negotiated based on the condition that our clients collectively maintain a total of at least \$ of their assets in accounts at Schwab. This commitment benefits you because the overall asset-based fees you pay are lower than they would be otherwise. In addition to and] asset-based fees, Schwab charges you a flat dollar amount as a "prime broker" or "trade away" fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the commissions or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades for your account.

We are not required to select the broker or dealer that charges the lowest transaction cost, even if that broker provides execution quality comparable to other brokers or dealers. Although we are not required to execute all trades through Schwab, we have determined that having Schwab execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see "How we select brokers/custodians"). By using another broker or dealer you may pay lower transaction costs.

Products and services available to us from Schwab

Schwab Advisor Services™ is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to their institutional brokerage services (trading, custody, reporting, and related services), many of which are not typically available to Schwab retail customers. However, certain retail investors may be able to get institutional brokerage services from Schwab without going through us. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Schwab's support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. Following is a more detailed description of Schwab's support services:

Services that benefit you. Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

Services that do not directly benefit you. Schwab also makes available to us other products and services that benefit us but do not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts and operating our firm. They include investment research, both Schwab's own and that of third parties. We use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, recordkeeping, and client reporting

Services that generally benefit only us. Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology and business needs
- Consulting on legal and compliance related needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers
- Marketing consulting and support

Schwab provides some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab also discounts or waives its fees for some of these services or pays all or a part of a third party's fees. [Schwab also provides us with other benefits, such as occasional business entertainment of our personnel.] If you did not maintain your account with Schwab, we would be required to pay for those services from our own resources.

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services. Schwab has also agreed to pay for certain technology, research, marketing, and compliance consulting products and services on our behalf once the value of our clients' assets in accounts at Schwab reaches certain thresholds. [These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody.] The fact that we receive these benefits from Schwab is an

incentive for us to require the use of Schwab rather than making such a decision based exclusively on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. [In some cases, the services that Schwab pays for are provided by affiliate of ours or by another party that has some pecuniary, financial or other interests in us (or in which we have such an interest). This creates an additional conflict of interest.] We believe, however, that taken in the aggregate our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How we select brokers/ custodians") and not Schwab's services that benefit only us.

Client Directed Brokerage Accounts - RDAFN does not permit clients to direct RDAFN to use other broker-dealers than the broker-dealers selected and used by RDAFN.

Item 13 Review of Accounts

INVESTMENT MANAGEMENT

REVIEW - RDAFN will obtain financial information from prospective clients to determine the suitability of RDAFN's Investment Management Service and to determine the appropriate investment objectives that are specific for each client account that is established with RDAFN. Each IAR gives investment advice to his or her clients based on what is suitable for each client. Clients may impose restrictions on investing in certain securities or types of securities. Reviews are conducted for all accounts on an ongoing basis. Each IAR reviews his or her client accounts. They are instructed to review investment performance, suitability, appropriate asset allocation, and to monitor the account for any changes or updates that are needed (among other things).

The members of the Wealth Management Committee manage and review RDAFN's Investment Strategy models and conducts due diligence and approval of Sub-Advisors. RDAFN's Investment Strategy models and Sub-Advisor portfolio performances are reviewed through RDAFN's performance reports and against RDAFN's and Sub- Advisor's investment benchmarks.

REPORTS - Clients may receive quarterly performance reports from RDAFN describing account performance and holdings. Clients will receive a monthly account statement from the Custodian

showing the account activity as well as positions held in the account at month's end. No less than on a quarterly basis, client will receive a statement from the Custodian for transactions and holdings.

ADVISORY SERVICE FOR EMPLOYER SPONSORED RETIREMENT PLANS

REVIEW - RDAFN IARs conduct ongoing monitoring of the investment options offered in Plans as a foundation of the investment advisory and consulting service provided by RDAFN.

REPORTS - RDAFN IARs may prepare monitoring reports to monitor the independent investment managers' performance.

FINANCIAL PLANNING

REVIEW - As a general rule, RDAFN Financial Plans and Planning accounts are reviewed prior to implementation.

REPORTS - Clients utilizing RDAFN's Financial Planning Services may receive planning statements or reports from RDAFN IARs.

THIRD PARTY MONEY MANAGERS

REVIEW - Accounts established through Referrals Relationships with other investment advisors will have their accounts reviewed upon receipt of statements or reports from the other investment advisors, which are usually generated on a quarterly basis.

REPORTS - Accounts at other investment advisors are reviewed when the RDAFN IARs receives copies of their clients' brokerage statements and performance reports, usually generated on a quarterly basis.

MODEL PORTFOLIO ADVISOR PROGRAM

REVIEW - RDAFN Wealth Management conducts ongoing monitoring and trading recommendations for the RDAFN Model Portfolios offered to other registered investment advisors that have investment overlay programs or sub-advisor programs. As a general rule, RDAFN may provide trade recommendation to other investment advisors as needed. However, RDAFN will not exercise any investment trading discretion or act as a fiduciary over any client account in our RDAFN Wealth Management Program.

REPORTS - RDAFN will prepare, upon request, Model Portfolio Performance reports for the RDAFN Wealth Management Program to clients and/or investment advisor representatives that utilize the program.

GENERAL RDAFN REVIEW DISCLOSURES – Chad Ericson, the President of RDAFN is also a Broker-Dealer OSJ Manager/Supervisor for United Planners. He is responsible for supervising RDAFN advisory accounts, planning activities and referrals to other investment advisors. Chad Ericson delegates certain supervision responsibilities to Michael Anne Brannen who reports to him. The main reports and documents they review to supervise these activities are the Client Agreement, new account documents, trade tickets, confirmations, brokerage statements, performance reports, daily activity reports and planning documents. They also conduct branch office supervision/compliance audits of RDAFN's IARs. Michael A. Brannen, the Chief Compliance Officer (CCO) of RDAFN is responsible for RDAFN's compliance with SEC and state investment advisor

regulations, and RDAFN's Policy and Procedures Manual.

Item 14 Client Referrals and Other Compensation

SCHWAB - We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. In addition, Schwab has also agreed to pay for certain products and services for which we would otherwise have to pay once the value of our clients' assets in accounts at Schwab reaches a certain size. [In some cases, a recipient of such payments is an affiliate of ours or another party which has some pecuniary, financial or other interests in us (or in which we have such an interest).] You do not pay more for assets maintained at Schwab as a result of these arrangements. However, we benefit from the arrangement because the cost of these services would otherwise be borne directly by us. You should consider these conflicts of interest when selecting a custodian. The products and services provided by Schwab, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices).

THIRD PARTY MONEY MANAGERS - RDAFN may establish relationships with unaffiliated registered investment advisors that offer a variety of investment advisory programs and services that include asset management programs, separate account portfolio management programs, asset allocation programs, wrap fee programs, and financial planning services. If a client is referred to one of these unaffiliated registered investment advisors RDAFN and RDAFN IARs may receive referral fees from the unaffiliated registered investment advisor. RDAFN will always be in compliance with the rules and regulations under state law, and if it applies, the Investment Advisers Act of 1940, 17 CFR Section 275.206(4)-3 regarding these relationships.

RDAFN COMPENSATION FOR CLIENT REFERRALS - RDAFN enters into Referral Advisor Agreements with outside Referral Advisors who refer clients to RDAFN. If a referred client enters into an investment advisory agreement with RDAFN, a cash referral fee may be paid to the Referring Advisor, which will be based on a percentage of the advisory fees that are paid by the client to RDAFN. The Referral Advisor Agreement entered into between RDAFN, and the Referral Advisor will at all times be in compliance with the rules and regulations under 17 CFR Section 275.206(4)-1 and corresponding state rules and regulations on investment advisor referral activities.

BROKER-DEALER AND INSURANCE COMPENSATION - RDAFN's IARs, if properly licensed and registered, may sell securities for sales commissions as registered representative of United Planners Financial Services (United Planners) and sell insurance products for sales commissions as independent insurance agents. Some advice offered by the IARs may involve investments in mutual funds and variable annuity products which pay 12b-1 trail fees. IARs may receive a portion of these 12b-1 trail fees in their separate capacity as registered representatives. Clients should be aware that the payment and receipt of these commissions and fees could represent an incentive for the IARs to recommend mutual funds or variable annuities that pay 12b-1 trail fees or pay higher 12b-1 trail fees over funds with no 12b-1 fees or lower fees, thus creating a potential conflict of interest.

Item 15 Custody

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct Schwab to deduct our advisory fees directly from your account [or if you grant us authority to move your money to another person's account]. Schwab maintains actual custody of your assets. You will receive account statements directly from Schwab at least quarterly. They will be sent to the email or postal mailing address you provided to Schwab. You should carefully review those statements promptly when you receive them. We also urge you to compare Schwab's account

statements with the periodic account statements/ portfolio reports you will receive from us. RDAFN does not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank or broker-dealer. RDA may perform certain activities on your behalf where we may be deemed to have custody of your assets. The following two instances create situations where we are deemed to have custody:

- RDAFN has custody of client assets due only to our ability to deduct fees from client accounts.
- Certain clients have signed a broad standing letter of authorization that allows us to conduct business on their behalf with the custodian, including withdrawing assets to be sent to third parties, based on instructions provided by the client. We may be deemed to have custody of your assets if you give us authority to withdraw assets from your account.

The Broker-Dealer/Custodian of client assets sends account statements directly to clients. Clients receive account statements from the Broker- Dealer/Custodian. Clients should carefully review those statements. If you have questions regarding your account statement, or if you did not receive a statement directly from your custodian, please contact us directly at the telephone number provided on the cover page of this ADV brochure.

Item 16 Investment Discretion

If authorized by the Client, RDAFN, IAR or Sub-Advisor will buy, sell, exchange, convert, tender and otherwise trade on a discretionary basis mutual funds, variable annuities and life contracts, and the sub-accounts thereof, general securities including stocks, bonds, CMOs, REITs, ETFs, unit investment trusts and other securities, and if authorized independently, to purchase or write options to purchase or sell securities, consistent with investment analysis, interpretations and judgments designed to seek an investment return suitable to the investment objectives and goals of the Client, subject, however, to any limitations established by the Client and acknowledged by RDAFN.

Item 17 Voting Client Securities

RDAFN, IAR and Sub-Advisor will not take any action on behalf of or render any advice to Client with respect to (a) the voting of proxies solicited by, or with respect to, the issuers of any securities held in a client account; or (b) legal proceedings involving securities or other investments presently or formerly held in a client account, or the issuers thereof, including bankruptcies. RDAFN, IAR or Sub-Advisor will send to Client all such proxy and legal proceeding information and documents it receives for action as the Client deems appropriate.

Item 18 Financial Information

RDAFN does not maintain custody of client accounts or assets.



321 Reed St, Suite #2
Akron, IA 51001
888.300.4975
<https://rdafn.com>

Privacy Policy

March 30, 2024

A Registered Investment Adviser Firm

IARD/CRD Number: 147309
SEC Number: 801-69651

HOW WE USE AND PROTECT PERSONAL INFORMATION

To RDA Financial Network, Inc., protecting your privacy is critically important. We value your trust, and we want you to understand what information we collect, how we protect it, and how we use it. We treat protected confidential information – nonpublic information that identifies you – with respect, and in accordance with this privacy policy and RDA Financial Network’s cyber security program.

INFORMATION WE MAY COLLECT

We may obtain information, much of which comes directly from you, to provide you with products and services you have requested and as we deem appropriate, to determine your eligibility for products and services. We may collect identification and contact information, as well as transaction and investment experience information from applications, transactions with others and us, and from outside companies.

EXAMPLES OF THE SOURCES AND TYPES OF INFORMATION WE MAY COLLECT INCLUDE:

- Information about the products and services you purchase through us, including copies or applications, registration forms, or other forms, containing your name, address, telephone numbers, social security number, email addresses, investment objectives, income, assets, employment information, and accounts with others.
- Information regarding your brokerage and/or investment advisory transaction history with us, our service providers, such as clearing firms, mutual fund companies, insurance companies, or other companies that provide you with financial products or services including your former broker/dealer or its registered representatives, your current registered representative and their affiliated business.
- Information that other companies who assist us in marketing our own products and services or products we offer jointly with other financial institutions may have, such as your name, address, and telephone number.
- Information under the USA Patriot Act enacted by the United States Treasury Department and Congress to combat terrorism (Investor notification is available upon request).

INFORMATION WE MAY DISCLOSE AND TO WHOM WE MAY DISCLOSE INFORMATION

RDA Financial Network, Inc. will not disclose your personal information to any company or organization not affiliated with us. Certain companies as outlined below have been granted exception for the purposes of expanding our offerings and services. In these instances, we may disclose some or all your protected confidential information collected, as described above, to our staff, affiliates, representatives, their affiliated businesses, insurance companies, brokers, banks, Broker/Dealers and investment advisors that provide services to you on our behalf, in the following types of situations:

- Providing administrative, customer assistance, clearing, operational, and other services.
- Preparing, printing, and delivering portfolio management performance reports, confirmation statements, and other documents.
- Executing securities transactions.
- Maintaining or developing software for us; and a financial institution (such as banks, investment advisors, or securities firms) with which we have joint marketing arrangements to jointly endorse or offer financial products or services. It is prohibited for RDA Financial Network, Inc. to sell your protected confidential information to unaffiliated third parties.

- Third party asset managers with whom we have a relationship for the management of customer accounts.
- State, Federal, and other regulatory and self-regulatory authorities as required by law or regulation.
- In certain situations, we may share your information with parties that are not affiliated with us, such as client relationship managers, performance reporting, and financial planning firms.

We recognize that you have elected to open accounts with us due to the efforts of your Rep/Advisor. If he or she elects to leave our firm for another registered investment advisory firm, we may allow them to take your confidential information with them to the new firm, subject to the requirements or limitations of applicable law. Client information may also be shared with a non-RDAFN affiliated representative and their firm if a RDAFN Rep/Advisor has entered into an agreement to sell all or some portion of their securities, advisory or insurance business to the non-RDAFN affiliated representative.

DISCLOSURES PERMITTED BY LAW

We may also disclose all the information we collect as permitted or required by law. For example, we may disclose information to law enforcement agencies or insurance and securities regulatory agencies.

SECURING YOUR INFORMATION

Our staff, affiliates, representatives, and their staff are required to follow our policies and procedures to keep your information secure, confidential, and prevent unauthorized use of your Protected Confidential Information. Our physical, electronic, and procedural safeguards have been reasonably designed to guard your protected confidential information.

INSTRUCTIONS ON HOW TO NOTIFY US:

For any questions regarding this policy, please contact your Investment Advisor Representative or call the RDA Financial Network Managing Principal at 888.300.4975. Our home office is located at 321 Reed Street, Suite #2, Akron, IA51001.

IAR	Location	Phone	IAR	Location	Phone
Christopher Arthur	Coralville, IA	319.626.3464	Matthew Glenn	Cedar Falls, IA	319.242.1086
John Arthur	Coralville, IA	319.626.3464	Michael LaSovage	Hilton Head, SC	419.991.3333
Michael Brannen	West Chester, OH	888.300.4975	Robert LaSovage	Birmingham, MI	419.991.3333
Samuel Chadick	Overland Park, KS	800.551.7684	Thomas McBride	W Des Moines, IA	515.224.1322
Dale Dobnicker	Liberty Township, OH	419.991.3333	Brian Parker	Covington, LA	985.898.2241
Chad Ericson	Akron, IA	712.568.3973	Robert Reidelberger	O'Fallon, IL	800.551.7684
Devory Fischer	Spicer, MN	320.409.4001	Duane Roth	Overland Park, KS O'Fallon, IL	800.551.7684
Michael Forbrook	Carol Stream, IL	630.319.0858	Richard Ryan	Cedar Falls, IA Mason City, IA	319.242.1086
Gregory Giles	Sioux City, IA	712.587.8070	Richard Yantis	Cedar Falls, IA	319.504.2498