

SFG Retirement Plan Consulting, LLC

Form ADV Part 2A Brochure

This brochure provides information about the qualifications and business practices of SFG Retirement Plan Consulting, LLC. If you have any questions about the contents of this brochure, please contact us at (626) 578-0816 or by email at: mshuster@sfgRPC.com. 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 SFG Retirement Plan Consulting, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. SFG Retirement Plan Consulting, LLC's CRD number is: 170233.

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

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Item 2: Material Changes

Since the last updated Form ADV Part 2A dated March 8, 2018, SFG Retirement Plan Consulting has not had any material changes.

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Item 4: Advisory Business

A. Description of the Advisory Firm

SFG Retirement Plan Consulting, LLC (“SFGRPC”) is a Limited Liability Company organized in the State of California. The firm was founded in February 2014 as a non-proprietary, independently owned and operated registered investment adviser, focused on delivering unbiased and objective advice to our clients. The firm’s founder and the principal owner, Mark Allan Shuster, has worked in the financial services industry since 1985.

B. Types of Advisory Services

SFGRPC provides pension consulting services to corporate, governmental, and not-for-profit entities. The types of qualified and non-qualified retirement plans for which we provide advice include but are not limited to: 401(k), 457(b), 401(a), 403(b), deferred compensation, ESOP, Defined Benefit and SERP plans.

In its capacity as a pension consultant, SFGRPC, provides 3(21) and 3(38) fiduciary services as well as certain non-fiduciary services. When acting in the capacity of a 3(21) fiduciary, SFGRPC, provides investment advice and recommendations regarding a plan. When acting as a 3(38) fiduciary, SFGRPC has discretionary authority to select and change plan investment options.

The full list of fiduciary and non-fiduciary services provided to a client depends on the individual agreement entered into by the client and SFGRPC but services may include any of the following:

- Investment manager search, recommendation, and/or selection
- Record Keeper search, recommendation, and/or selection
- Independent fee negotiations with record keepers to include interest rates, expense ratios and revenue requirements
- Performance analysis and monitoring
- Plan design analysis, recommendation, and/or selection
- Investment policy statement development and monitoring
- Fiduciary Services
- Client and participant education
- Plan consolidation services
- Plan conversation facilitation
- Document review
- Vendor management/Issue resolution

C. Client Tailored Services and Client Imposed Restrictions

SFGRPC offers the same suite of services to all of its clients. However, specific client investment strategies and their implementation are dependent upon the client's current situation. Clients may impose restrictions in investing in certain securities or types of securities or may require a specific securities inclusion in a plan line up. If client imposed restrictions prevent SFGRPC from properly servicing the client account, SFGRPC reserves the right to end the relationship or limit SFGRPC's fiduciary responsibility as described in the client's investment advisory agreement.

D. Wrap Fee Programs

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and other administrative fees. SFGRPC does not participate in any wrap fee programs as a portfolio manager.

Item 5: Fees and Compensation

A. Fee Schedule

. We have a standard fee schedule that is based upon plan assets. However, we assess the scope of services to be provided to determine the fee to be charged. We normally charge a fee that encompasses the proposed range of services to be provided throughout a 12-month period. All our fees are benchmarked against a national database of industry norms based on plan size and services provided. Fees can also be charged on an a-la-carte/fee for service basis. All our fees are negotiable.

Consideration of the following factors is made to determine the fee charged.

- Plan assets
- Range of services required
- Location/client travel requirements
- Plan design
- Meeting requirements

We may adjust our fees periodically to account for inflation or to cover the cost of services that fall outside our standard scope. Fees will not be adjusted without advance, written client agreement. Travel expenses

and other out-of-pocket costs (if applicable) may be billed to the client separately, as detailed in the client agreement. Lower fees for comparable services may be available from other sources.

B. Payment of Fees

Fees may be charged as a percentage of assets or as a flat annual fee. Generally, fees are billed monthly or quarterly in arrears, hereby known as the "Billing Period." The billed fee and frequency is stated in the Investment Advisory Agreement.

For purposes of determining and calculating the fee as a percentage of assets, plan assets are valued net of Excluded Assets as of the last day of the Billing Period, unless otherwise indicated. Initial fees billed will be the amount, prorated for the number of days remaining in the initial Billing Period. Thereafter, fees will be billed at the end of each calendar month/quarter.

Clients may choose to pay for our services via deduction from plan assets (deduction made by record-keeper/custodian then paid to SFGRPC) or by having SFGRPC bill clients for fees incurred.

C. Client Responsibility For Third Party Fees

Clients are responsible for the payment of all third party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by SFGRPC and will be disclosed in fund prospectuses and/or record-keeper agreements. SFGRPC does not receive any portion of these fees. Please see Item 12 of this brochure regarding broker-dealer/custodian.

D. Prepayment of Fees

SFGRPC collects its fees in arrears. It does not collect fees in advance.

E. Outside Compensation For the Sale of Securities to Clients

SFGRPC does not accept compensation for the sale of securities or other investment products. However, some supervised persons will accept compensation for the sale of securities or other investment products, including asset based sales charges or service fees from the sale of mutual funds in their role as a registered representatives of a broker-dealer, investment advisor representative of other registered investment advisors, and/or as an insurance agent. This compensation is not for services provided by SFGRPC but is disclosed here for information only. See Item 10 for information concerning other financial industry affiliations.

Clients always have the option to purchase SFGRPC recommended products through other brokers or agents that are not affiliated with SFGRPC.

Advisory fees that are charged to clients are not reduced to offset the commissions or markups on securities or investment products recommended to clients.

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

SFGRPC does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7: Types of Clients

SFGRPC provides consulting services to the following types of clients:

- Pension and Profit Sharing Plans
- State and Municipal Governmental Entities
- School Districts and Higher Education Institutions
- Not-For-Profit Organizations

Minimum Account Size

There is no account minimum for any of SFGRPC's services.

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

A. Methods of Analysis and Investment Strategies

Methods of Analysis

SFGRPC's methods of investment analysis include a thorough analysis of historical performance, manager activity, manager fees, revenue sharing, and internal investment redundancy. Both quantitative and qualitative factors are used in evaluating fund managers and their investment strategies. Sources used to perform investment analysis include, financial periodicals, corporate reports, prospectuses, and multiple outside independent research providers.

One of our primary sources of analysis is the use of the Retirement Plan Advisory Group Scorecard System Methodology™ which is built around pass/fail criteria, on a scale of 0 to 10, with 10 being the best. The System has the ability to measure Active, Passive and Asset Allocation investing strategies. The fund's scoring incorporates modern portfolio theory statistics, quadratic optimization analysis, peer group rankings, manager tenure, expense ratios in relation to the average fund expense in that asset class category, and the fund's strength of statistics, among other quantitative and qualitative factors.

Investment Strategies

SFGRPC is committed to providing our clients with comprehensive portfolios that meet the objectives of the client and plan participants. After interviewing and obtaining relevant information from our clients, SFGRPC, assists in developing an Investment Policy Statement ("IPS") or similar investment groundwork.

Working within the guidelines of the IPS, SFGRPC recommends sufficient investment options (generally mutual funds and ETFs) so that plan participants have the ability construct diversified portfolios with different levels of risk. Although not creating individual plan participant portfolios, SFGRPC's investment strategy relies on modern portfolio theory. Modern portfolio theory is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset.

SFGRPC recommends a long term investment strategy.

B. Material Risks Involved

Clients should be aware that there is a material risk of loss using any investment strategy. The investments recommended by SFGRPC are not guaranteed or insured by SFGRPC, the FDIC or any other government agency.

SFGRPC's investment analysis may perform differently than expected as a result of, among other things, the factors used in performing the analysis, the weight placed on each factor, and changes from the factors' historical trends. Past performance is no guarantee of future results.

Our long term investment strategy is designed to capture market rates of both return and risk. Due to its nature, our long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, exchange rate risk, market risk, and political/regulatory risk.

Investing in mutual funds carries the risk of capital loss and thus, you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be Money Market Funds, funds that consist of short term debt instruments like government Treasury Bills, Income Funds, providing current income on a steady basis, Bond Funds, investing in various types of Bonds, Balanced Funds, designed to provide both income and capital appreciation, Equity Funds, Funds that invest in stocks, Global and International Funds, investing in assets located outside of the United States, Specialty Funds such as Sector or Regional Funds, Index Funds, passively managed Funds that seek to replicate an Index and Exchange Traded Funds (ETFs), these vehicles pool investments and are structured into Trusts that can be bought and sold like securities.

Although, fixed income funds generally contain investments paying a return on a fixed schedule there is still risk involved in these investments. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

Investing in Exchange Traded Funds ("ETFs") carries the risk of capital loss and thus, you may lose money investing in ETFs. All ETFs have costs that lower investment returns. ETFs may be more volatile than the underlying portfolio of securities the ETF is designed to track or may drift from the portfolio they are seeking to track.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

A. Criminal or Civil Actions

There are no criminal or civil actions to report.

B. Administrative Proceedings

There are no administrative proceedings to report.

C. Self-regulatory Organization (SRO) Proceedings

There are no self-regulatory organization proceedings to report.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Some representatives of SFGRPC are registered representative of AXA Advisors, LLC, an unaffiliated broker/dealer. These individuals, in their separate capacity, accept compensation for the sale of securities.

Any investment advice provided by SFGRPC is independent of AXA Advisors. AXA Advisors is not acting as an ERISA fiduciary for your plan/account, and neither provides, oversees nor monitors (i) any investment advice you may receive from SFGRPC or (ii) the compliance of SFGRPC with applicable law including but not limited to ERISA fiduciary standards and prohibited transaction rules.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither SFGRPC nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

Some representatives of SFGRPC are registered representatives of AXA Advisors, LLC and from time to time, will offer clients advice or products in their role as a registered representative of AXA Advisors, LLC. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. SFGRPC always acts in the best interest of the client, including with respect to the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of SFGRPC in such individual's capacity as a registered representative.

Some representatives of SFGRPC are investment adviser representative of AXA Advisors, LLC, The Sterling Group, LLC, KOBOWealth Conservancy, LLC, KOBOW Retirement Strategies, LLC, and/or Daniel Investment Associates, LLC,

and from time to time, will offer clients advice or products from those activities. These representatives will receive additional compensation if clients follow their recommendation and use the services of these outside investment advisory firms. This financial incentive creates a conflict of interest and gives these representatives an incentive to recommend products based on the compensation received rather than on the client's needs. SFGRPC always acts in the best interest of the client and clients are in no way required to use the services of any representative of SFGRPC in connection with such individual's activities outside of SFGRPC.

Some representatives of SFGRPC are insurance agents with AXA Network and/or Shuster Financial and Insurance Services, Inc., and from time to time will offer clients advice or products from these activities. These representatives will receive additional compensation if clients follow their recommendation and use the services of these outside activities. This financial incentive creates a conflict of interest and gives these representatives an incentive to recommend products based on the compensation received rather than on the client's needs. SFGRPC always acts in the best interest of the client and clients are in no way required to use the services of any representative of SFGRPC in connection with such individual's activities outside of SFGRPC.

SFGRPC is affiliated with KOBO Retirement Strategies, LLC and Shuster Financial & Insurance Services, Inc. and may share client expenses related to common clients. In addition to the conflicts described above regarding an individual's incentive to recommend the services of these companies, SFGRPC has incentive to refer clients to its affiliated companies. Clients are under no obligation to use the services of any of SFGRPC's affiliated companies.

We believe that all material conflicts of interest under California Code of Regulations Section 260.238(k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections

If requested by our clients, SFGRPC may recommend third-party investment advisers to provide portfolio management services. In some cases, SFGRPC or its owner or representative might recommend a third party investment advisor that is affiliated through common ownership or our representatives are dually registered as representatives of the third party investment advisors. In these cases, we or our representatives will receive additional compensation from these third party investment advisors. This compensation creates a financial incentive to recommend an affiliated third party investment advisor. This financial incentive creates a conflict of interest and gives our supervised person an incentive to recommend products based on the compensation received rather than on the client's needs.

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

A. Code of Ethics

SFGRPC has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. SFGRPC's Code of Ethics is available for free upon request to any client or prospective client.

B. Recommendations Involving Material Financial Interests

SFGRPC does not recommend that clients buy or sell any security in which a related person to SFGRPC or SFGRPC has a material financial interest.

C. Investing Personal Money in the Same Securities as Clients

From time to time, representatives of SFGRPC may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of SFGRPC to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting from the recommendations they provide to clients.

D. Trading Securities At/Around the Same Time as Clients' Securities

From time to time, representatives of SFGRPC may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of SFGRPC to buy or sell securities before or after recommending securities to clients resulting in representatives profiting from the recommendations they provide to clients.

Such transactions may create a conflict of interest; however, SFGRPC will never engage in trading that operates to the client's disadvantage. If representatives of SFGRPC desire to buy or sell securities at or around the same time as clients all transaction conducted by representatives of SFGRPC will occur after the trading of clients on any given day.

To address the potential conflicts of interest, we review the personal securities transactions of our Investment Advisor Representatives to assure our clients' interests are always held foremost.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

Ultimately, our clients direct the custodian/broker-dealer used to execute transactions. However, SFGRPC will recommend custodians/broker-dealers based on several factors including but not limited to, transaction costs, record-keeping fees, fixed interest rates, financial stability of custodian/broker-dealer, quality of client servicing, and quality of overall execution services. Clients will not necessarily pay the lowest commission or commission equivalent.

1. Research and Other Soft-Dollar Benefits

SFGRPC receives no research, product, or services from a broker-dealer ("soft dollar benefits").

2. Brokerage for Client Referrals

SFGRPC receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

B. Aggregating (Block) Trading for Multiple Client Accounts

SFGRPC does not aggregate the purchase or sale of securities for various client accounts. As such, fees may be higher than similar services elsewhere.

Item 13: Review of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

SFGRPC will review the investment options within a plan according to the plan's Investment Policy Statement ("IPS") and/or Investment Advisory Contract ("IAC"). Such reviews will generally occur at a minimum at least annually. All reviews are overseen by our Chief Investment Officer with specific task related to a review delegated to other supervised persons.

B. Factors That Will Trigger a Non-Periodic Review of Client Accounts

Reviews may be triggered by material market, economic or political events, or by changes to the financial situation/needs of the retirement plan and/or plan sponsor.

C. Content and Frequency of Regular Reports Provided to Clients

Each client of SFGRPC will receive a quarterly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)

SFGRPC has not entered into any agreement where we will receive a referral fee or other economic benefit from any third party for advice rendered to SFGRPC's clients. However, because of common ownership interests between the owners of SFGRPC and other entities, there will be an economic benefit if one of the other entities provides additional services for a client of SFGRPC. Please refer to Item 10 for a discussion and disclosure of these entities.

B. Compensation to Non – Advisory Personnel for Client Referrals

In a limited number of instances, SFGRPC will compensate individuals or companies for client referrals. All clients will be informed in writing of any referral compensation arrangements prior to entering into any agreement with SFGRPC. SFGRPC will not charge an advisory fee that is different from our customary charge when a client is referred to us. You will not directly or indirectly bear the cost of the above referenced compensation.

Item 15: Custody

SFGRPC does not maintain custody of client funds and/or securities. Therefore, clients will receive their monthly and/or quarterly account statements directly from the designated record keeper or other qualified custodian. Clients should carefully review those statements for accuracy. In the event that clients also receive account statements from SFGRPC, clients are encouraged to compare account statements with those received from the record keeper and report any discrepancies immediately.

Item 16: Investment Discretion

Upon entering into a 3(38) discretionary agreement with a client, SFGRPC will manage client assets on a limited discretionary basis. Specifically, SFGRPC will have discretion to select and change plan investments. Clients may limit discretion further by insisting on the inclusion or exclusion of specific securities or security types from a plan lineup. As discussed in Item 4:C above, any client imposed restrictions may limit SFGRPC's fiduciary responsibility as described in the client's investment advisory agreement.

Item 17: Voting Client Securities (Proxy Voting)

SFGRPC will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

A. Balance Sheet

SFGRPC neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither SFGRPC nor its management has any financial condition that is likely to reasonably impair SFGRPC's ability to meet contractual commitments to clients.

C. Bankruptcy Petitions in Previous Ten Years

SFGRPC has not been the subject of a bankruptcy petition in the last ten years.