

**American Retirement Services, LLC
d/b/a AmRET, LLC**

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Part 2A of Form ADV: Firm Brochure

August 13, 2019

This brochure provides information about the qualifications and business practices of American Retirement Services, LLC. If you have any questions about the contents of this brochure, please contact us at 404.660.1635. 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.

American Retirement Services, LLC is a registered investment advisor. Registration of an investment advisor does not imply any level of skill or training. The oral and written communications of an advisor provide you with information about which you determine to hire or retain an advisor.

Additional information about American Retirement Services, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Material Changes

American Retirement Services, LLC (“AmRET, we, us, our, ours”) delivers its brochure initially when we enter into an advisory agreement with you. We then offer or deliver our brochure on an annual basis, no later than April 29 each year.

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser’s disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes. As this is our first disclosure brochure, we have no material changes to report.

A copy of our current brochure may be requested by contacting James Fallon at 404.660.1635 or by email at james.fallon@icloud.com. We will provide you with a new brochure at any time without charge.

Additional information about our company is also available via the SEC’s website at www.adviserinfo.sec.gov. The SEC’s website also provides information about any persons affiliated with us who are also registered as investment advisor representatives of American Retirement Services, LLC.

Information on your financial consultants who work with your account can be found in our brochure supplements.

American Retirement Services, LLC
CRD Number: 305215

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Advisory Business

American Retirement Services, LLC (“AmRET, we, us, our, ours”) is an investment adviser that serves institutional retirement plan boards and committees. AmRET provides consulting advice for pension assets.

A limited liability company organized under the laws of Georgia and founded in 2019 it is owned by James M. Fallon, Managing Member, President and Chief Compliance Officer.

Retirement Management Services

We provide investment advice and consulting services to sponsors of qualified retirement plans. We offer ERISA 3(21) services as listed in the menu below. The services we provide for a specific plan are negotiated between AmRET and each plan at the time of entering into a contract for services. It should be noted that services we provide under ERISA 3(21) are on a non-discretionary basis with respect to the purchase and sale of investments within a plan. Under this scenario, we make recommendations regarding the purchase and sale of portfolio securities to the plan sponsor, who, at their discretion, accept or reject our recommendations.

It should be noted that we are held to a fiduciary standard, which means we are required to act in the best interest of our clients at all times.

Services Menu:

- Assisting the committee in drafting the IPS
- Plan design
- Selecting the investments
- Replacing investments
- Creating committee governance
- Conducting money manager and vendor searches
- Performance reporting

Fees and Compensation

We offer our services on a fee-only basis. Our fee is charged quarterly in advance. It is calculated during the month following the end of each calendar quarter, and is based upon your annual fee, the management period, and the market value of the assets in your account on the last day of the previous quarter. In addition to AmRET's compensation, clients will incur charges imposed at the investment level (e.g., Separately Managed Account (SMA) fees, mutual fund advisory fees and other fund expenses) and charges imposed by the Plan's custodian and Third-Party Administrator (if applicable). A description of mutual fund fees and expenses are available in each mutual fund prospectus.

AmRET will not maintain custody of any Plan assets. Clients who do not elect to pay us directly will authorize any qualified custodian that maintains custody of the Plan's assets to automatically deduct all fees owed to AmRET from the Plan's assets and to pay such fees directly to AmRET when they are due. Your custodian determines the values of the assets in your portfolio.

The Plan's custodian or the Third-Party Administrator to the Plan will send statements to the Plan, at least quarterly, showing all disbursements from the Plan, including, if applicable, the amount of the fee paid to AmRET directly from the Plan and when such fee is deducted directly from the Plan. Any discrepancies between fee billing notices received from AmRET and the statements received from the Plan custodian or Third-Party Administrator should be immediately reported to AmRET and/or to the issuer of the account statements (the Plan custodian or Third-Party Administrator).

Brokerage commissions and/or transaction ticket fees charged by the custodian will be billed directly to the client by the custodian. AmRET will not receive any portion of such brokerage commissions or transaction fees from the custodian or the client.

The fees charged by AmRET are in addition to other costs charged by third parties for custodial, legal, accounting, or record keeping tasks. In addition, the client may incur certain charges imposed by third parties other than AmRET in connection with investments made through the Plan, including but not limited to, 12(b)-1 fees and surrender charges, variable annuity fees and surrender charges, and qualified retirement plan fees.

AmRET does not reasonably expect to receive any other compensation, direct or indirect, for its services.

Retirement Management Services may be terminated by either party at any time without penalty upon receipt of thirty (30) days written notice of termination after any initial term. There is no penalty or “termination fee” for the termination of services. If either party terminates the services during a billing quarter, the client will be charged a pro-rated fee based on the number of days that services were provided and if AmRET has received fees in advance, AmRET will promptly issue a pro-rated refund to the client. Upon termination of Retirement Management Services, AmRET will have no obligation to recommend or take any action with regard to the Plan. Should you terminate the advisory agreement we have entered into within five (5) business days from the date the agreement is executed, you will receive a full refund of any fees paid.

Should either one of us terminate the advisory agreement we have entered into before the end of a billing period, any unearned fees that were deducted from your account will be returned to you by us. The amount refunded to you is calculated by dividing the most recent advisory fee you paid by the total number of days in the quarter. This daily fee is then multiplied by the number of calendar days in the quarter that our agreement was in effect. This amount, which equals the amount we earned for the partial quarter, is subtracted from the total fee you paid in advance to determine your refund.

Our fee schedule is described below:

ERISA 3(21) Fee Schedule:

Plan Asset Value	Annual Fee
Up to \$1,000,000	0.50% with minimum of \$5,000
\$1,000,000 to \$2,500,000	\$5,000 + 0.32% on assets over \$1,000,000
\$2,500,001 to \$5,000,000	\$9,800 + 0.11% on assets over \$2,500,000

The fees for plan asset values over \$5,000,000 are negotiated and based on the services desired by the client.

Performance-Based Fees

We do not charge performance-based fees on any of our client accounts. Performance-based fees are generally based on capital gains on and/or appreciation of the client account assets.

Types of Clients

We provide advisory services primarily to pension and profit-sharing plans. All clients are required to execute an agreement for services in order to establish a client arrangement with AmRET.

Methods of Analysis, Investment Strategies and Risk of Loss

AmRET's primary evaluation focus is on analysis of money managers, with a secondary focus on analysis of individual securities. AmRET established internal philosophical and investment level principles intended to guide the investment advice that is provided. AmRET's philosophical and investment level principles are available upon request.

AmRET may use the following methods of analysis in formulating investment advice:

Charting - The set of techniques used in technical analysis in which charts are used to plot price movements, volume, settlement prices, open interest, and other indicators, in order to anticipate future price movements. Users of these techniques, called chartists, believe that past trends in these indicators can be used to extrapolate future trends.

Cyclical. Analyzes the investments sensitive to business cycles and whose performance is strongly tied to the overall economy. For example, cyclical companies tend to make products or provide services that are in lower demand during downturns in the economy and higher demand during upswings. Examples include the automobile, steel, and housing industries. The stock price of a cyclical company will often rise just before an economic upturn begins, and fall just before a downturn begins. Investors in cyclical stocks try to make the largest gains by buying the stock at the bottom of a

business cycle, just before a turnaround begins.

Fundamental. A method of evaluating a security by attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of companies). The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). This method of security analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

Technical. A method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

All investments involve risks that can result in:

- loss of principal
- a reduction in earnings (including interest, dividends and other distributions)
- the loss of future earnings

Additionally, these risks may include:

- market risk
- interest rate risk
- issuer risk
- general economic risk

Although we provide consulting services for your portfolio in a manner consistent with your risk tolerances, we cannot guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

Disciplinary Information

We have not been the subject of any legal or disciplinary events that would be material to your evaluation of our business or the integrity of our management.

Other Financial Industry Activities and Affiliations

AmRET is not and does not have a related company.

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

AmRET has adopted a Code of Ethics that sets forth high ethical standards of business conduct that AmRET requires of its employees, including compliance with applicable federal securities laws. Our Code of Ethics also includes policies and procedures for the review of quarterly securities transaction reports as well as initial and annual securities holdings reports that must be submitted by AmRET's covered persons. Among other things, AmRET's Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our Code also includes oversight, enforcement and recordkeeping provisions. A copy of AmRET's Code of Ethics is available to AmRET's advisory clients upon request to the Chief Compliance Officer at AmRET's principal office address.

Brokerage Practices

AmRET does not execute or direct trading on individual securities and does not generally make recommendations to clients regarding brokerage services.

Review of Accounts

We are provided by you with quarterly reports on the investments in your plan and evaluate them based upon the plan's investment policy statement.

Client Referrals and Other Compensation

We do not directly or indirectly compensate any person who is not one of our advisory representatives or employees for client referrals.

Custody

We do not act as the qualified custodian for your investment account. You will receive statements from the custodian that holds your account on at least a quarterly basis. We urge you to carefully review these statements. You should verify that the transactions in your account are consistent with your investment goals and the objectives for your account.

Investment Discretion

We offer our advisory services on a non-discretionary basis. Additionally, we do not have the ability to withdraw funds from your account (other than to withdraw our advisory fees which may only be done with your prior written authorization.)

Voting Client Securities

We do not take any action or give any advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which your accounts may be invested. In addition, we do not take any action or give any advice with respect to any securities held in any accounts that are named in or subject to class action lawsuits. You will receive information about proxies directly from the custodian of your account(s).

Financial Information

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you and we have not been the subject of a bankruptcy proceeding.