



Ritter Daniher Financial Advisory, LLC

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## Introduction

This brochure updates the prior version dated December 10, 2012.

*This brochure provides information about the qualifications and business practices of Ritter Daniher Financial Advisory, LLC (RDFA). If you have any questions about the contents of this brochure, please contact us at: 513-233-0715, or by email at: [john@ritterdaniher.com](mailto:john@ritterdaniher.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 is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## Statement of Material Changes

On July 28, 2010 the United States Securities and Exchange Commission (SEC) published "Amendments to Form ADV" which created new rules regarding the disclosure document that we provide to clients as required by SEC rules. Accordingly, this disclosure brochure is materially different in structure and requires certain new information that our previous brochure did not require.

In this Summary of Material Changes, we discuss the material changes since the last update of this document, which was December 10, 2012.

- 1) No material changes since the last ADV Narrative update. This new ADV Narrative is simply being prepared to reflect our ADV Annual Update Amendment in the first quarter of 2013.

## Advisory Business

**Our Firm's History:** Ritter Daniher Financial Advisory, LLC was formed on July 23, 1999. The firm's primary service offering is Wealth Management, where we offer assistance within the broad spectrum of financial planning and investment management related activities. The firm has ten total employees, of which five are Advisors that work directly with clients and provide advisory services to them. Four of these Advisors have completed the Certified Financial Planner education program and hold the rights to using the CFP® mark. One advisor holds the CPA/PFS designation.

**Our Principal Owner's:** The two owners (LLC Members) of the firm are John K. Ritter and Jeffrey E. Daniher, and they each own 40% of the company. These two people are responsible for the majority of strategic decisions for the firm. Matthew A. Yerkes is a minority owner with limited voting powers and owns 20% of the company.

**Amount of Assets Under Management:** As of December 31, 2012, our firm provided advice on approximately \$270,000,000 of financial assets for approximately 285 family groups. These include all financial assets of clients who engage RDFA for ongoing advice on their investment portfolios, and this advice is regular and continuous in nature. Of these assets, the vast majority are managed on a discretionary basis. Investment discretion will be addressed later in this document.

**Our Firm's Primary Service:** As noted above, our primary service offering is Wealth Management. While there are many facets to the management of a client's wealth, some of the more traditional items that we often offer are:

- Identification and Clarification of Goals
- Investment Selection and Strategies
- Retirement Planning
- College Planning
- Life Insurance and Disability Insurance Planning
- Employee Benefit Planning
- Income Tax Minimization
- Estate Tax Minimization
- Wealth Transfer Strategies and Legacy Planning
- Charitable Giving Strategies and Planning
- Cash Flow Planning and Budgeting

In addition to these items, we also offer "financial concierge" services, such as:

- Coordination of external advisors (Attorneys, CPA's, Insurance Agents, etc.)
- Trust Consulting
- Mortgage Finance Planning
- Family Meetings and Wealth Education

## Advisory Business — continued

**Additional Services:** While not our primary service offerings, we occasionally work with clients in other capacities. The four most likely of these scenarios are:

- Project Based and Hourly Based Financial Planning
- Investment Advisory
- Non-Profit Investment Advisory
- Corporate Retirement Plan Management

Here is a quick summary of each of these activities:

### *Project Based and Hourly Based Financial Planning*

The purpose of the financial plan is to determine action steps that will assist you in reaching specific goals that are identified. This process will often include financial analysis using both “straight line” (constant rate of return) and “Monte Carlo simulation” (random rates of return) financial planning techniques. In most circumstances, a written report of thoughts and recommendations will be presented outlining the strengths and weaknesses of the financial situation, discussing actions steps, and may include referrals to other financial, tax and estate advisors that may be of assistance.

This type of service engagement has a set start and end point, either based upon specific dates or by the completion of the project. Due to the limited scope of the engagement, and the finite nature of our time working together, specific investment recommendations are not offered. Any information presented on investments during this process will be limited in scope to suitability, risk tolerance and overall asset allocation. No attempt will be made to provide specific recommendations as to the purchase or sale of invested assets.

### *Investment Advisory*

The scope of these engagements is normally limited in nature, whereby we are providing investment selection, asset allocation and rebalancing services for assets of a client. Additional financial planning advice is generally not offered, or only offered in a limited fashion rather than a comprehensive, coordinated manner.

### *Non-Profit Investment Advisory*

The scope of these engagements is normally limited in nature, whereby we are providing investment selection, asset allocation and rebalancing services for assets that benefit the non-profit entity.

### *Corporate Retirement Plan Management*

RDFA may be engaged in assisting with the management of corporate retirement plan assets (401(k), 403(b), Profit Sharing, etc.). In these situations, we are normally being hired by the plan trustee / plan fiduciary, and are working as part of the team managing the assets for the benefit of the participants. Again, this is normally a limited scope engagement focused around investment selection and implementation, asset allocation and rebalancing, and employee education.

## Fees and Compensation

**Wealth Management Fees:** Wealth Management services are offered on a Fee-Only basis. This wealth management fee is generally based upon the client's overall liquid net worth, not simply the assets that we are managing. This is done so that we can avoid the conflict of requiring all assets to reside with us in order to advise on them. The client's specific circumstances will allow us to determine the "fee band" in which their situation falls, and then apply the appropriate corresponding fee. The Wealth Management fee schedule is as follows:

<i>Band</i>	<i>Liquid Net Worth</i>	<i>Annual Fee</i>	<i>Monthly Fee</i>
1	Less than \$300,000	\$3,000/year	\$250/month
2	\$300,000 to \$450,000	\$4,500/year	\$375/month
3	\$450,000 to \$600,000	\$6,000/year	\$500/month
4	\$600,000 to \$800,000	\$7,500/year	\$625/month
5	\$800,000 to \$1,000,000	\$9,000/year	\$750/month
6	\$1,000,000 to \$1,200,000	\$10,500/year	\$875/month
7	\$1,200,000 to \$1,600,000	\$12,000/year	\$1,000/month
8	\$1,600,000 to \$2,000,000	\$15,000/year	\$1,250/month
9	\$2,000,000 to \$2,500,000	\$18,000/year	\$1,500/month
10	\$2,500,000 to \$3,000,000	\$21,000/year	\$1,750/month
11	\$3,000,000 to \$3,500,000	\$24,000/year	\$2,000/month
12	\$3,500,000 to \$4,250,000	\$27,000/year	\$2,250/month
13	\$4,250,000 to \$5,000,000	\$30,000/year	\$2,500/month
14	\$5,000,000 to \$6,000,000	\$33,000/year	\$2,750/month
15	\$6,000,000 to \$7,000,000	\$36,000/year	\$3,000/month
	Over \$7,000,000	Negotiable	

Consideration is given to items such as concentrated stock positions, retirement plan options with limited flexibility, investment real estate, and other assets when determining the appropriate fee band. This may decrease or increase the appropriate fee band depending on either the constraints or the added responsibility that we might have. The agreed upon fee band will remain in place for the balance of the calendar year. At the conclusion of this period of time, the fee band will be reevaluated to determine whether it is still appropriate. If no change is required, the agreement will be deemed to extend for an additional calendar year. If a change is warranted, this will be communicated in writing (physical mail or electronic mail) prior to the next months fee billing.

Some clients with established relationships with RDFA may remain on their former fee schedule as indicated within their signed Client Engagement Agreement.

A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. Upon termination of the contract, all fees beginning with the next month's fee will be ceased per the Client Engagement Agreement.

## Fees and Compensation – continued

**Project Based and Hourly Based Financial Planning:** Project Based Planning is done on a fee basis that is calculated using a quasi-hourly rate based upon the complexity level of the situation and the estimated time involved. A fee range is quoted at the time that the Client Engagement Agreement is discussed and signed. This agreement outlines the scope of the engagement. The timing of the payment of fees will be determined at the signing of the Client Engagement Agreement.

In certain cases, hourly based or “segmented” planning may be done for a client. In these cases, fees are charged based on an agreed upon hourly rate. Currently, those hourly rates are:

<i>Job Function / Title</i>	<i>Rate</i>	<i>Job Function / Title</i>	<i>Rate</i>
Sr. Financial Advisor / CFP®	\$200/hour	Financial Advisor / CFP®	\$150/hour
Financial Para-planner	\$100/hour	Staff Employee	\$50/hour

**Investment Advisory Fees:** The fees for this service are as follows:

<u>Investment Portfolio Value Managed By RDFA</u>	<u>Annual Fee Percentage</u>
From \$0 to \$1,000,000	1.00%
From \$1,000,001 to \$2,000,000	0.75%
From \$2,000,001 to \$3,000,000	0.50%
From \$3,000,001 and all dollars thereafter	0.25%

Our fee is calculated and charged on a monthly basis in the following manner. The calendar month ending value for each account is determined. Then, the total value of all of your accounts under RDFA management are then aggregated and multiplied by the corresponding percentage rate from the above schedule. This amount is then divided by twelve (12) to determine the monthly fee. This amount will be collected during the first ten business days of the new month and is payment for that calendar month’s services. Unless you direct in writing the account that you would like to have the entire fee charged, any amounts due will be taken pro-rata from all accounts you have with us.

## Fees and Compensation – continued

**Non-Profit Investment Advisory Fees:** The fees for this service are as follows:

<u>Investment Portfolio Value Managed By RDFA</u>	<u>Annual Fee Percentage</u>
From \$0 to \$1,500,000	0.75%
From \$1,500,001 to \$3,000,000	0.50%
From \$3,000,001 and all dollars thereafter	0.25%

Our fee is calculated and charged on a monthly basis in the following manner. The calendar month ending value for each account is determined. Then, the total value of all of your accounts under RDFA management are then aggregated and multiplied by the corresponding percentage rate from the above schedule. This amount is then divided by twelve (12) to determine the monthly fee. This amount will be collected during the first ten business days of the new month and is payment for that calendar month's services. Unless you direct in writing the account that you would like to have the entire fee charged, any amounts due will be taken pro-rata from all accounts you have with us.

**Corporate Retirement Plan Management:** The fees for this service may be either a flat fee for investment management as shown in the fee chart for Wealth Management or an agreed upon fee based upon the assets under management.

**Advisory Activities of Clarus Financial, LLC Assigned to RDFA:** RDFA acquired Clarus Financial, LLC (SEC File Number 801-67739) effective July 1, 2010. Existing advisory relationships with the clients of Clarus Financial were assigned via client signature to RDFA as of this date, and RDFA agreed to accept the previously contracted terms of service. While these service offerings are being honored by RDFA for previous clients of Clarus Financial, they are not available to new clients entering into an advisory relationship with RDFA.

In keeping with assignment of these client contracts, the language on the following page is taken directly from the most recent Form ADV: Schedule F of Clarus Financial (dated 3/17/2010) to indicate the additional services that RDFA now offers.



## Fees and Compensation — continued

### Fees for Clarus Financial Clients Assigned to RDFA

*“CF provides discretionary and non-discretionary investment management of accounts for individuals, trusts and charitable organizations as its primary service. Comprehensive financial planning is a secondary service of the Applicant. The client’s financial position, investment experience and needs are taken into consideration when implementing the portfolio.*

*CF may contract with third party managers whose fees are separate from CF’s. Some third party managers provide their services on a wrap fee platform. For accounts managed on such platforms, Client pays combined fees for investment advice and brokerage services rather than investment management fees plus separate transaction-based charges for brokerage execution. Client will be presented a copy of both the third party’s Form ADV Part II or other applicable disclosure documents and CF’s fully disclosing the services and fee schedules being provided to the Client. Third party managers may have established account size minimums. CF will recommend Client to third party managers that have complimentary management styles, investment philosophies, account types and acceptable minimum account sizes.*

*Clients are charged an hourly fee of \$150 per hour, a fixed annual fee or a variable fee based on the percentage of assets managed. According to the Management Agreement, the accounts are billed as follows:*

<i>Portfolio Size</i>	<i>Annual Adv. Fee</i>	<i>Portfolio Size</i>	<i>Annual Adv. Fee</i>
<i>Up to \$500,000</i>	<i>1.25%</i>	<i>\$500,000 to \$1,000,000</i>	<i>1.12%</i>
<i>\$1,000,000 to \$2,000,000</i>	<i>1.00%</i>	<i>Over \$2,000,000</i>	<i>Negotiable</i>

*Self Directed Accounts: The Applicant manages non-discretionary accounts for clients with a limited scope of service including tracking cost basis, facilitating cash management, quarterly statements and executing client directed trades. The fee for this service is a fixed annual amount of \$300 per household.*

*Advisory fees are to be paid quarterly, in advance, due on the first day of each calendar quarter. The calculation is based on the asset value of the account on the last business day of the previous quarter. The Client may terminate the Management Agreement at any time by providing written notice to the Applicant. In the event of termination, the Client will be entitled to a prorated refund of any prepaid fees based on the number of days remaining in the quarter, the fee will be determined on a pro rata basis for the portion of the calendar quarter during which the Applicant provided services. Fixed annual fee for non-discretionary accounts are also due on the first calendar day of each quarter and are not prorated for mid-quarter termination or inceptions.”*

## Fees and Compensation — continued

**Advisory Activities of Yerkes Financial Advisors, Inc. Clients Assigned to RDFA:** RDFA acquired Yerkes Financial Advisors, Inc. (SEC File Number 801-67545) effective October 1, 2012. Existing advisory relationships with the clients of Yerkes Financial Advisors were assigned via client signature to RDFA as of this date, and RDFA agreed to accept the previously contracted terms of service. While these service offerings are being honored by RDFA for previous clients of YFA, they are not available to new clients entering into an advisory relationship with RDFA.

In keeping with assignment of these client contracts, the language on the following pages is taken directly from the most recent Form ADV: Schedule F of Yerkes Financial Advisors, Inc. (dated 3/31/2012) to indicate the additional services that RDFA now offers.

### Fees for Yerkes Financial Advisors Clients Assigned to RDFA

*“Most clients choose to have YFA manage their investment assets on a discretionary basis in order to obtain ongoing, in-depth advice and financial planning services. All aspects of the client’s financial affairs are reviewed and may include their children. Typically, retirement, estate and education goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.*

*All fees, minimums and scope of services performed are negotiable depending on the facts of the client or prospective client’s situation. The scope of investment work and a fee schedule are set forth in an “Investment Management Agreement,” a draft of which is provided to the client in writing prior to the start of the relationship. Planning services are provided at no additional fee for investment management clients with a minimum of \$500,000. Planning services include cash flow management; insurance review; investment management (including performance reporting); education planning; retirement planning; estate planning; and income tax planning, as well as assisting/coordinating the implementation of recommendations within each area. The investment management fee is based on a percentage of the investable assets according to the following fee schedule:*

- 1.25% on the first \$500,000;
- 0.85% on the next \$500,000 (from \$500,001 to \$1,000,000); and
- 0.75% on the next \$1,000,000 (from \$1,000,001 to \$2,000,000); and
- 0.65% on the next \$3,000,000 (from \$2,000,001 to \$5,000,000); and
- 0.50% on the assets above \$5,000,000

*The minimum annual fee is \$6,250. Current client relationships may exist where the relationship started with a different fee schedule.*

*At termination, fees will be billed on a pro-rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.*

## Fees and Compensation — continued

### Tax Preparation Agreement

*Tax planning work is included with the performance of planning services and includes a tax projection in the latter part of the year. The income tax planning work also includes planning for estimated federal and state income taxes, AMT, education credits, etc.*

*Tax preparation, as opposed to tax planning services, is performed separately and only if the client desires YFA to prepare their annual income tax returns. Most clients appreciate the efficiencies inherent in having the tax preparation coordinated by the firm doing investment management. However, YFA is available and willing to work with other tax professionals.*

*Planning services are typically billed at rates of \$200 per hour for the primary advisor and \$80 per hour for support personnel. The minimum fee for tax preparation is \$600 and most average \$800-\$1,000. Fees are higher if savings warrant filing separately where two returns are prepared, one for the husband and one for the wife. Some concessions in fees are made for client families in the same household. Most returns are about 40% higher in the first year than subsequent years. Eligible federal and applicable state returns are filed electronically without an additional fee.*

*As part of the planning services and if YFA prepares the return, our clients are eligible for “Extended Income Tax Support Services.” Extended income tax support services include responding to all taxing authorities written inquiries for all returns eligible for audit. The service also includes responding to or coordinating audits initiated by the IRS, state or local authorities and may require the client sign a Power of Attorney for IRS representation.*

*Though unlikely, the service of other tax professionals or specialists may be required to enhance or support the client’s position should the exposure warrant. Other professionals will work for the client but coordinate with/through YFA. However, no fees for other professionals will be incurred without the client’s prior consent.*

*YFA does not prepare business entities tax returns, payroll, trust or estate tax returns nor prepare 1099/1096 informational form reporting.*

## Performance Based Fees

**Performance Fees:** This item is inapplicable to Ritter Daniher Financial Advisory, LLC. Our firm does not accept performance based fees, nor manage accounts which impose performance based fees.

Performance based fees are fees based on a share of capital gains or on capital appreciation of the assets of a client, such as a client that is a hedge fund or other pooled investment vehicle. Such acceptance or management would pose a significant conflict of interest to our clients because performance based fees may provide an incentive to favor such accounts over the accounts of clients under our other advisory programs. We consider avoidance of such conflicts a paramount policy in maintaining our fiduciary duty to our clients.

## Types of Clients

RDFA offers its advisory services primarily to individuals and their families, including high net worth individuals and trusts. RDFA may also provide advisory services to pension and profit sharing plans and plan participants, as well as to foundations, business entities and other institutions.

## Client Referrals and Referral Programs

In order to maintain our independence and objectivity, we do not pay any party for the referral of clients. While we have been fortunate to receive many referrals through the years from current clients and professional advisors, we want those referrals to be made on the merits of our service rather than based upon a financial benefit received by the referring party. In addition, we do not receive compensation from any affiliated party or allied professional that we may refer a client to for their services.

RDFA avoids certain relationships with custodians and investment product providers which it believes might materially hamper its independence in providing advice to its clients. For this and other reasons, RDFA does not participate in client referral programs which may be sponsored by custodial firms.

## Methods of Analysis, Investment Strategies and Risk of Loss

**General Beliefs:** RDFA manages investment portfolios with a belief that asset allocation, diversification, security selection and portfolio rebalancing are the primary drivers in investment success. Members of our firm sit on our Investment Committee, and this committee is responsible for determining the strategies to be employed in client portfolios. The Investment Committee currently includes John K. Ritter, Jeffrey E. Daniher, Gregory T. Busch and Matthew A. Yerkes.

The investment advice which RDFA offers is based upon long-term investment strategies which incorporate the principles of Modern Portfolio Theory. The utilization of several different asset classes as part of an investor's portfolio is emphasized, as this has been shown to usually effect a reduction in portfolio volatility over long periods of time. We believe that markets are normally fairly efficient, although not always rationale, and that portfolio returns are principally determined by asset allocation decisions, and are assisted by maintaining a focus on low internal cost structure of investments used.

Clients of the firm are offered the services of our developed investment philosophies and strategies, research and due diligence, account monitoring and trading. After discussions with each client, an agreed upon asset allocation model is selected which serves as a target when portfolio reviews take place. This may or may not include an amount of "carved off cash" which represent dollars that are segregated from the rebalancing process.

**Investment Vehicles:** We primarily utilize mutual funds and exchange traded funds to provide broad diversification within an asset class. We generally use a combination of "active" and "passive" management styles within these investments. Where appropriate, we will also use individual stocks and bonds, alternative investment strategies, certificates of deposit and other strategies. Generally, the firm utilizes investments that are readily marketable.

**Risk of Loss:** Investing in most securities involve a risk of loss that clients should be prepared to bear. We endeavor to limit this risk through broad global diversification, but this methodology will still subject the client to declines in the value of their portfolios, which can at times be dramatic. Invested assets are generally long-term in nature and any dollars that cannot be subjected to portfolio volatility should be "carved off" from the asset allocated portfolio. RDFA invests in certain securities, such as small and mid cap stocks and emerging market stocks, which may possess higher levels of volatility. We employ these vehicles as part of an overall strategic asset allocation for a client, and in doing so we possess a reasonable belief that the risk/return relationship for these securities will likely be beneficial for the investor over long periods of time.

## Disciplinary Information

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events of their firm or certain management personnel which would be material to your evaluation of RDFA or the integrity of our management of investment portfolios. Neither the firm nor any of its advisors possess legal or disciplinary events which are required to be disclosed under the guidelines of the SEC, nor have they been involved in disciplinary action from regulators, courts, or the Certified Financial Planner Board of Standards.

## Other Financial Industry Activities and Affiliations

**Financial Industry Activities:** None of the advisors of RDFA are registered with FINRA to receive commissions on investment product sales. The firm's only revenue is that which comes directly from its clients.

**Affiliations:** All advisors of RDFA are members of the National Association of Personal Financial Advisors (NAPFA) and are entitled to refer to themselves as NAPFA Registered Financial Advisors. The organization is the nation's leading professional association dedicated to the advancement of Fee-Only comprehensive financial planning. Professionals who become NAPFA Registered Financial Advisors are committed to the three primary ideals of NAPFA:

- 1) The belief that clients are best served by a comprehensive approach to financial planning.
- 2) The highest levels of competency must be achieved and maintained.
- 3) Fee-Only compensation and a fiduciary relationship are vital to placing the interests of the client above all others.

Four RDFA advisors are also all authorized to use the CFP® mark and call themselves a Certified Financial Planner. The marks are financial planning credentials awarded by the Certified Financial Planner Board of Standards Inc. (CFP Board) to individuals who meet education, examination, experience and ethics requirements. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

## Other Financial Industry Activities and Affiliations — continued

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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



## Other Financial Industry Activities and Affiliations – continued

One RDFA advisor, Matthew A. Yerkes, is authorized to use the CPA/PFS designation:

**Certified Public Accountant (CPA):** CPA's are licensed by the State of Ohio Accountancy Board by applying the following certification requirements:

- A bachelor's degree with minimum course requirements in accounting and other business subjects.
- Passing the Uniform (National) CPA Exam – all 4 sections including taxation, audit, practice and law.
- Minimum supervised experience of 1-3 years.
- Passing an ethics course.
- Maintaining a minimum level of continuing education.

**Personal Financial Specialist (PFS):** The PFS designation is established by the Personal Financial Planning divisions of the American Institute of Certified Public Accountants (AICPA). The current major requirements are:

- CPA designation in good standing.
- Member of the AICPA.
- Completion of comprehensive education in the following areas, which may be waived if other credentials are in place including CPA and NAPFA Registered Financial Advisor status. Otherwise, the requirements are as follows:
  - Personal Financial Planning Process and Fundamentals
  - Income Tax Planning
  - Insurance Planning
  - Investment Planning
  - Retirement Planning
  - Employee Benefits
  - Performance Management
  - Charitable Planning
  - Special Needs Planning
- Completion of specified level of experience – 2 years.



## Code of Ethics

Ritter Daniher Financial Advisory, LLC (RDFA) has adopted a Code of Ethics ("Code") that establishes minimum standards of acceptable professional conduct for members of the firm. RDFA encourages the highest ethical standards of its principals and employees, and we seek to avoid material conflicts of interest. Accordingly, the firm and its representatives do not receive any third party direct monetary compensation (i.e. commissions, 12b-1 fees or other fees) from brokerage firms, custodians or mutual funds companies.

RDFA's goal is to be seen as a standard-bearer within our industry for "fiduciary responsibility". While no set of rules can possibly anticipate or relieve all potential conflicts of interest, we have adopted the following eight principles to guide our activities. They are:

1. **OBJECTIVITY:** RDFA members strive to be as unbiased as possible when providing advice to clients. A member shall examine each and every situation without prejudice or personal agenda.
2. **CONFIDENTIALITY:** RDFA members value client privacy and will keep all client data private, unless release is authorized by the client or required by law.
3. **COMPETENCE:** RDFA members maintain a high level of knowledge and professional competence. A member shall only provide advice in areas in which he or she has knowledge and capability.
4. **FAIRNESS AND SUITABILITY:** Dealings and recommendations with clients will be in the client's best interests. RDFA members will exercise care before making any product recommendations.
5. **INTEGRITY AND HONESTY:** RDFA members will endeavor to avoid misunderstandings that can occur in normal interpersonal communications. Members should keep interactions with clients and other professionals at a level whereby there is no doubt or misinterpreting of the member's intentions.
6. **REGULATORY COMPLIANCE:** RDFA members will strive to maintain conformity with legal regulations.
7. **FULL DISCLOSURE:** RDFA members will fully describe methods of compensation and actual or potential conflicts of interest, prior to a client's engagement of his/her services, or as soon as they become known.
8. **PROFESSIONALISM:** RDFA members shall conduct himself or herself in a way that is a credit to RDFA at all times.

## Participation or Interest in Client Transactions and Personal Trading

RDFA or individuals associated with RDFA may buy or sell securities identical to or different than those recommended to clients for their personal accounts. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of RDFA that no person employed by RDFA may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory clients.

RDFA has established the following restrictions in order to ensure its fiduciary responsibilities are adhered to:

- 1) A member or employee of RDFA shall not buy or sell securities for their personal portfolio where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of RDFA shall prefer his or her own interest to that of the advisory client.
- 2) RDFA maintains a list of all securities holdings for itself, and anyone associated with this advisory practice with access to advisory recommendations. These holdings are reviewed on a regular basis by an appropriate officer/individual of RDFA. This person will either be the Chief Compliance Officer or a representative of the CCO.
- 3) RDFA emphasizes the unrestricted right of a client to decline to implement any advice rendered, except in situations where RDFA is granted discretionary authority of the client's account.
- 4) RDFA requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
- 5) Any individual not in observance of the above may be subject to termination.

## Brokerage Practices and Other Compensation

**Brokerage Practices:** RDFA participates in the institutional customer program offered by the Schwab Institutional division of Charles Schwab & Co., Inc. (SI). Charles Schwab & Co., Inc. is an independent and unaffiliated SEC-registered broker-dealer and FINRA member. SI offers to independent investment advisors services which include custody of securities, trade execution, clearance and settlement of transactions. RDFA receives some benefits from SI through its participation in the program. Additional information regarding these benefits is disclosed on the following page.

RDFA reserves the right to decline acceptance of any client accounts that directs the use of a broker dealer other than SI, if RDFA believes that the broker dealer would adversely affect RDFA's fiduciary duty to the client and/or ability to effectively service the client portfolio.

SI may affect clients' over-the-counter securities transactions on an agency basis. In filling these orders, the clients' broker may have transacted with a market-making broker-dealer ("market maker") on the other side of the trade. A market maker may mark-up/mark-down the price of a security for which it makes a market, which is a cost that will be incurred by the client in addition to the agency commission assessed by the broker.

Clients may incur transaction costs in addition to any commissions charged by their custodian broker when trades in over-the-counter securities are affected on their behalf through that broker on an agency basis. Broker custody of client assets may limit or eliminate the adviser's ability to obtain best price and execution. For accounts held at SI, the custodian generally does not charge separately for custody, but are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through or settle into those respective custodial accounts.

RDFA does not warrant or represent that commissions for transactions implemented through SI will be lower than commissions available if clients use another brokerage firm. However, RDFA believes that the overall level of service and support provided to RDFA clients by this institution outweighs the potentially lower transaction cost available under other brokerage arrangements.

Factors considered in selecting a custodian include the existing broker/dealer relationship with RDFA, financial strength, reputation, reporting, execution pricing and research. The broker/dealers charge commission rates which are generally considered discounted from customary retail commission rates. The fees charged by any designated broker/dealer or custodian are exclusive of, and in addition to, RDFA's advisory fees.

## Brokerage Practices and Other Compensation - continued

**Other Compensation:** RDFA utilizes the services of the SI institutional advisory program, and may recommend Schwab to clients for custody and brokerage services. There is no direct link between RDFA's participation in the program and the investment advice it gives to its clients, although RDFA receives economic benefits through its participation in the programs that are typically not available to Charles Schwab & Co., Inc. 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, 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, and discounts on compliance, marketing, research, technology, and practice management products provided to RDFA by third party vendors.

SI may also pay for business consulting and professional services received by RDFA's related persons, and may pay or reimburse expenses (including travel, lodging, meals, etc.) for RDFA's personnel to attend conferences or meetings relating to the program or to Schwab's advisor custody and brokerage services generally.

Some of the products and services made available by SI through the program may benefit RDFA but may not directly benefit its client accounts. Other services made available by SI are intended to help RDFA manage and further develop its business enterprise. The benefits received by RDFA through participation in the programs do not depend on the amount of brokerage transactions directed to SI.

Clients should be aware that the receipt of economic benefits by RDFA or its related persons in and of itself creates a potential conflict of interest and may indirectly influence RDFA's recommendation of SI for custody and brokerage services. RDFA also receives from SI certain additional economic benefits ("Additional Services") that may or may not be offered to any other independent investment advisors participating in the program. Specifically, the Additional Services include making available to RDFA software used for portfolio management, performance tracking, and cost basis reporting (PortfolioCenter and/or Tamarac). This software may be partially or fully paid by SI, which is a benefit to RDFA.

## Brokerage Practices and Other Compensation - continued

These and other Additional Services are provided to RDFA by SI in its sole discretion and at its own expense, and RDFA does not pay any fees to SI for the Additional Services. RDFA has entered into a separate agreement (“Additional Services Addendum”) to govern the terms of the provision of the Additional Services with SI. RDFA’s receipt of Additional Services raises potential conflicts of interest. In providing Additional Services to RDFA, SI most likely consider the amount of profitability to their firm as it relates to RDFA’s client accounts maintained with SI. SI has the right to terminate the Additional Services Addendum with RDFA, in its sole discretion, provided certain conditions are met. Consequently, in order to continue to obtain the Additional Services from SI, RDFA may have an incentive to recommend to its clients that the assets under management by RDFA be held in custody with SI and to place transactions for client accounts with. RDFA’s receipt of Additional Services does not diminish its duty to act in the best interest of its clients, including to seek the best execution of trades for client accounts.

## Review of Accounts

### **Wealth Management Services, Investment Advisory and Non-Profit Investment Advisory:**

The underlying securities within Wealth Management Services accounts are continuously and actively monitored by one or more of the financial advisors of RDFA. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. The frequency of reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

In addition to portfolio statements generated and distributed by the qualified, third party custodian, RDFA produces reports through management systems called PortfolioCenter and/or Tamarac. These reports are distributed on at least an annual basis, and generally more often than this as they are reviewed at client meetings. The reports include rates of return, benchmark comparisons, data on individual securities and more.

Client review meetings are generally offered at least annually, and portfolio recommendations may be made reflecting changes in risk tolerance, income or capital appreciation needs, modification of asset allocation targets, and/or underlying investment position changes due to underperformance.

### **Financial Planning Services:**

Due to the nature of this service, RDFA will not provide ongoing reviews of these accounts.

## Custody and Investment Discretion

**Custody:** It is our policy to not accept custody of a client's securities. In other words, we are not granted access by our clients which would enable us to withdraw or transfer or otherwise move funds or cash from their account to our account. This does not apply to a situation where we would deduct our advisory fee from their account, as explained below. Our policy of not accepting custody is for the safety of our client's assets.

With a client's consent, RDFA may be provided with the authority to seek deduction of our contracted advisory fee directly from the client's account. This process is generally more efficient for both the client and the investment adviser.

All of our clients receive account statements directly from their qualified custodians, such as their brokerage firm that maintains those assets. The client should carefully review these account statements and compare them to any supplemental performance reports provided by RDFA. We urge all clients to compare the statements in order to ensure that all accounts transactions, including deductions to pay advisory fees, remain proper. If there are any perceived discrepancies, the client should contact us immediately.

**Investment Discretion:** For discretionary clients, RDFA requests that it be provided with written authority to determine which securities and the amounts of securities that are bought and sold. This authority is provided through the executed Client Engagement Agreement. Any limitations on this discretionary authority shall be included in this written authority statement. Clients may change/amend these limitations as required. Such amendments shall be submitted in writing.

In the event of third party investment advisory services being offered, the third-party money manager exercises discretion in the management of client accounts. All securities transactions are decided upon and executed by that manager. RDFA and its representatives do not manage or obtain discretionary authority over the assets in accounts participating in these programs. However, clients may grant representatives the discretionary authority to hire and fire such third-party managers.

## Voting Client Securities

Unless the client designates otherwise, RDFA votes proxies for securities over which it maintains discretionary authority. RDFA votes proxies for our Wealth Management, Investment Advisory and Non-Profit Investment Advisory clients, with the exception of any assets held away from Charles Schwab Institutional. Generally, we vote with management, as we believe that they are in a solid position to determine the proper courses of action for their respective companies. However, we do look at the merits of each vote to determine if we disagree with the recommendations from management.

*Note: YFA specifically excluded the voting of proxies in their most recent Form ADV filing, and indicate that clients are expected to vote their own proxies.*

## Financial Information

An SEC rule exists whereby financial disclosure is required of certain firms if they require prepayment of more than \$1,200 in fees per client, six months or more in advance. This is not the case with RDFA, so the additional financial reporting requirement does not exist.

As RDFA does possess the limited discretion on client accounts due to the ability to withdraw fees directly, we are required to disclose any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. We currently possess no such financial condition. RDFA has never been the subject of a bankruptcy proceeding.

## Gifts Received

RDFA occasionally receives gifts from clients or industry partners that are of minimal financial value. It is recognized that this could result in a conflict of interest, so steps are to be taken to make sure that the gift is made known to the Chief Compliance Officer. Gifts of less than \$250 monetary value from a client need not be reported. However, any gift exceeding this amount must be reported to the CCO immediately, and notation will be made in the Client Relationship Management software.

Also reportable are gifts or events whereby the “value received” is in excess of \$250 per advisor. This can include tickets to events, meals, or other items whereby a third party is making payment on behalf of an RDFA employee. These instances also must be reported to the CCO immediately.



## Business Continuity Plan and Information Security Program

**General:** We recognize that one of the largest risks inherent in an independent advisory firm is insuring the continuous operation of the firm through any and all circumstances. On a day to day basis, this may include having adequate computer support partners, backup procedures and data security. It also can include contingency planning in the event of the death or disability of a key employee(s), disaster recovery, information security protocol, etc. RDFA continuously monitors our technological platform for proper client protection, and for potential improvements. We utilize the services of a technology consulting firm to support us in this endeavor.

**Record Retention and Destruction:** RDFA complies with recordkeeping requirements set forth by the SEC. For the most part, we maintain a paperless office environment. However, we do have some dated financial records and tax records stored off site as noted in ADV Part I. It is understood that such records must be maintained onsite for at least two years from the end of the fiscal year in which the last change to that record occurred. A complete back-up of information is maintained offsite in order to prevent permanent loss in the event of a catastrophic event. This will be covered further in the Business Continuity and Succession section of this manual.

As a paperless office, many items such as statements, applications, legal documents and other pertinent client information first originates in paper form. When scanned into our computer system, the paper copies are then placed in a locked receptacle awaiting shredding. We utilize an shredding service rather than shredding internally as we believe they will be able to better ensure total destruction of the documents.

**Disasters:** In the event of a disaster (fire, power loss, flood, etc.) we have the ability to access client related information in multiple ways. Each advisor has a PDA device with client contact information, and this device was specifically purchased for the ability to “remote wipe” the contents in the event of loss. Any portfolio modifications that would need to take place can be done through either calling the qualified custodian if internet access is not available, or by placing trades from a remote location.

We are also in the process of moving more and more of our applications to a “cloud based” environment as a protection against unforeseen disasters. This is likely to be a migration that continues over time, with an end goal of being completely “in the cloud” in the next few years. This comes with its own set of data security concerns, and we will develop appropriate security procedures as needed.

**Alternate Offices:** RDFA maintains no alternate office. The only office location is the location noted on the cover page of this document.

## Business Continuity Plan and Information Security Program – continued

**Loss of Key Personnel:** We utilize a “team approach” to working with clients, so generally a client will have a relationship with more than just one RDFA employee. This has been purposely done in order to provide redundancies in the event that a key employee is not available, and we consider this to be a best practice.

In the event of a death or permanent disability to a key employee, various insurance policies have been purchased to provide an economic benefit to RDFA. This includes buy-sell insurance for the firm principals, key-man insurance and disability buy-out insurance.

We are happy to discuss these insurance policies, and the rationale behind them, with clients so they understand the safeguards that have been put in place.

**Information Security:** RDFA has information security policies in place, and these permeate our entire compliance program. As indicated in our Privacy Statement on the following page, we take multiple steps to protect client data, secure our office environment, and attempt to insure client information is not placed at undue risk. We are well aware that attacks will take place against these security policies, so we continue to seek out new procedures that may improve upon our existing system.

## Business Continuity Plan and Information Security Program – continued

**Privacy Statement:** The following text is included both here in our Form ADV filing, as well as in the Client Engagement Agreement that all clients sign.

Ritter Daniher Financial Advisory, LLC, an independent financial planning firm, is committed to safeguarding the confidential information of its clients. We hold all personal information provided to our firm in the strictest confidence. These records include all personal information that we collect from you in connection with any of the services provided by Ritter Daniher Financial Advisory, LLC.

As you know, we use health and financial information that you provide to us to help you meet your personal financial goals while guarding against any real or perceived infringements of your rights of privacy. Our policy with respect to personal information about you is listed below.

- We limit employee and agent access to information only to those who have a business or professional reason for knowing, and only to nonaffiliated parties as permitted by law. (For example, federal regulations permit us to share a limited amount of information about you with a brokerage firm in order to execute securities transactions on your behalf, or so that our firm can discuss your financial situation with your accountant or lawyer.)
- We maintain a secure office and computer environment to ensure that your information is not placed at unreasonable risk.
- The categories of nonpublic personal information that we collect from a client depend upon the scope of the client engagement. It will include information about your personal finances, information about your health to the extent that it is needed for the planning process, information about transactions between you and third parties, and information from consumer reporting agencies.
- For unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors, we also require strict confidentiality in our agreements with them and expect them to keep this information private. Federal and state regulators also may review firm records as permitted under law.
- We do not provide your personally identifiable information to mailing list vendors or solicitors for any purpose.
- Personally identifiable information about you will be maintained during the time you are a client, and for the required time thereafter that such records are required to be maintained by federal and state securities laws, and consistent with the CFP Board of Ethics and Professional Responsibility. After this required period of record retention, all such information will be destroyed.

## Management Personnel Supplement (Part 2B of Form ADV)

The following individuals are involved in providing investment management and financial planning advice for RDFA clients:



**John K. Ritter, CFP®, CFS**

Title: LLC Member, Shareholder and Senior Financial Advisor

Born: February 8, 1972

### ***Recent Experience***

07/99 – Present: Ritter Daniher Financial Advisory, LLC – Member and Financial Advisor

07/99 – 11/02: Linsco Private Ledger – Registered Rep and Investment Advisor Representative

1993 – 1999: Resonate, Inc. – Financial Planner

### ***Education***

- 1) B.S. in Business Administration from Xavier University, 1994
- 2) Life, Accident & Health Insurance License, 1995
- 3) NASD Series 6 (Investment Company/Variable Products), 1994
- 4) NASD Series 63 (Uniform Securities Agent State Law Exam), 1996
- 5) NASD Series 7 (General Securities Registered Representative), 1997
- 6) NASD Series 65 (Uniform Investment Advisor State Law Exam), 1999
- 7) NASD Series 24 (General Securities Principal), 1999
- 8) Certified Financial Planner (CFP®), 2001
- 9) Certified Fund Specialist (CFS), 2002
- 10) NAPFA Registered Financial Advisor, 2003

All NASD licenses were made “inactive” when RDFA left the broker/dealer system in favor of registering as investment advisors. The licenses then expired on 11/15/2004. They are listed here to indicate studies that were completed over the total time that Mr. Ritter has been a financial advisor.

## Management Personnel Supplement (Part 2B of Form ADV) – continued

**Jeffrey E. Daniher, CFP<sup>®</sup>, AEP<sup>®</sup>, CTFA, CLU**

Title: LLC Member, Shareholder and Senior Financial Advisor

Born: October 5, 1964

***Recent Experience***

07/99 – Present: Ritter Daniher Financial Advisory, LLC – Member and Financial Advisor

07/99 – 11/02: Linsco Private Ledger – Registered Rep and Investment Advisor Representative

1998 – 1999: Resonate, Inc. – Financial Planner

1991 – 1998: PNC Bank – Assistant Vice President and Trust Officer

1986 – 1991: National City Bank – Trust Officer

***Education***

- 1) B.A. in Economics (cum laude) from Grove City College, 1986
- 2) M.B.A. in Organizational Behavior from Case Western Reserve, 1991
- 3) National Graduate Trust School, 1994
- 4) Certified Trust and Financial Advisor (CTFA), 1994
- 5) Life, Accident & Health Insurance License, 1998
- 6) NASD Series 7 (General Securities Registered Representative), 1998
- 7) NASD Series 63 (Uniform Securities Agent State Law Exam), 1998
- 8) NASD Series 65 (Uniform Investment Advisor State Law Exam), 1999
- 9) Certified Financial Planner (CFP<sup>®</sup>), 2000
- 10) NAPFA Registered Financial Advisor, 2003
- 11) Chartered Life Underwriter (CLU), 2003
- 12) Accredited Estate Planner (AEP<sup>®</sup>), 2009

All NASD licenses were made “inactive” when RDFA left the broker/dealer system in favor of registering as investment advisors. The licenses then expired on 11/15/2004. They are listed here to indicate studies that were completed over the total time that Mr. Daniher has been a financial advisor.

## Management Personnel Supplement (Part 2B of Form ADV) – continued

**Matthew A. Yerkes, CPA/PFS**

Title: Shareholder and Senior Financial Advisor

Born: May 4, 1952

***Recent Experience***

10/1/2012 - Present: Ritter Daniher Financial Advisory, LLC – Shareholder and Senior Financial Advisor

1991 – 2012: Yerkes Financial Advisors, Inc. – Principal and Owner

1990 – 1991: Jacobs Engineering – Regional Controller

1985 – 1990: PNC Bank, Cincinnati – Director of Tax

1985 – 1986: Huntington Bancshares – Assistant Manager, Tax Department

1981 – 1985: Deloitte Touche – Supervisor, Tax and Consulting

***Education***

- 1) B.S. in Psychology from Ball State University, 1974
- 2) Certified Public Accountant (CPA) certification, 1981
- 3) Masters of Science in Taxation from University of Cincinnati, 1983 (coursework completed, thesis outstanding)
- 4) NASD Series 65 (Uniform Investment Advisor Law Examination), 1999
- 5) NAPFA Registered Financial Advisor, 2002
- 6) Personal Financial Specialist (PFS) designation, 2009

## Management Personnel Supplement (Part 2B of Form ADV) – continued

**Gregory T. Busch, CFP®**

Title: Senior Financial Advisor

Born: July 29, 1955

***Recent Experience***

2010 – Present: Ritter Daniher Financial Advisory, LLC – Senior Financial Advisor

2006 – 2010: Clarus Financial, LLC – Principal and Owner

2000 – 2006: Clarus Financial, LLC – Financial Advisor

1994 – 2000: City Gospel Mission – Vice President of Finance & Operations

1986 – 1994: Steed Hammond Paul Architects – Associate Vice President

1984 – 1986: Gregory Busch Architect – Owner

1983 – 1984: Windsor Financial Corporation – Development Coordinator

1980 – 1983: Langdon Wilson Architects – Project Administrator

1977 – 1980: Copeland Novak Israel International P.C. – Designer

***Education***

- 7) B.S. in Architecture from The Ohio State University, 1977
- 8) Master of Architecture (cum laude) from Cal State Polytechnic, 1982
- 9) NASD Series 7 (General Securities Registered Representative), 2000
- 10) Certified Financial Planner (CFP®), 2003
- 11) Life Insurance License, 2006
- 12) NASD Series 63 (Uniform Securities Agent State Law Exam), 2006
- 13) NAPFA Registered Financial Advisor, 2010

All NASD and insurance licenses were made “inactive” when Greg’s previous firm, Clarus Financial, left the broker/dealer system in favor of registering as investment advisors. The licenses then expired on 06/30/2009. They are listed here to indicate studies that were completed over the total time that Mr. Busch has been a financial advisor.

## Management Personnel Supplement (Part 2B of Form ADV) – continued

**Ronda L. Koehler, CFP®**

Title: Financial Advisor

Born: August 31, 1968

***Recent Experience***

2000 – Present: Ritter Daniher Financial Advisory, LLC – Financial Advisor

1998 – 2000: Resonate, Inc. – Investment Processor

1994 – 1998: Deutsche Industrial Products – Accounting, Payroll and Human Resources

***Education***

- 1) B.A. in Accounting from Cedarville College, 1989
- 2) NASD Series 6 (Investment Company/Variable Products), 1999
- 3) NASD Series 66 (Uniform Combined State Law Exam), 1999
- 4) NASD Series 62 (Corporate Securities Limited Representative), 2000
- 5) Life, Accident & Health Insurance License, 2001
- 6) Certified Financial Paraplanner (RP), 2001
- 7) Certified Financial Planner (CFP®), 2005
- 8) NAPFA Registered Financial Advisor, 2005

All NASD and insurance licenses were made “inactive” when RDFA left the broker/dealer system in favor of registering as investment advisors. The licenses then expired on 11/15/2004. They are listed here to indicate studies that were completed over the total time that Ms. Koehler has been a financial advisor.