

## **Part 2A of Form ADV: *Firm Brochure***

### **Private Client Services**

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This brochure provides information about the qualifications and business practices of Private Client Services (PCS). If you have any questions about the contents of this brochure, please contact us at 502-451-0600 or [esampson@pcsb.net](mailto:esampson@pcsb.net).

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

While Private Client Services is registered with the SEC as a Registered Investment Advisor (RIA), the registration alone does not imply any specific level of skill or training.

Additional information about Private Client Services also is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov). You can search this site by a unique identifying number, known as an SEC file number. The SEC file number for Private Client Services is 801-71475.

## **Item 2    Material Changes**

The SEC requires that an annual update of Form ADV Part 2A identify and discuss material changes that have occurred since the last annual update of this form, which was dated March 31, 2017.

The standard of materiality under the Advisors Act is whether there is a substantial likelihood that a reasonable investor or client would have considered such material changes to be important.

Private Client Services has made three changes since the last update:

1. Private Client Services (PCS) has established a new marketing name that it will now be doing business as. The DBA name is PCS Advisors. PCS Advisors is not a registered investment advisor, but is a name that has been established to differentiate the fee based advisory business from the commission-based business processed through the broker/dealer side of the firm.
2. PCS has also established a new set of investment portfolios as an additional investment option for advisory clients. The new Plus Portfolios have been added to our Wrap Fee Program. The Plus Portfolios will be managed by the PCS Investment Committee and are made up of low cost investments (Such as ETF's) designed to reduce the overall costs to the client while providing an allocation of investments that are in line with the stated objectives and risk tolerance of the portfolios. Additional information on the Plus Portfolios is contained within the body of this disclosure, as well as within the ADV Part 2A Wrap Fee Disclosure.
3. With the formation of the Plus Portfolios, and adding these portfolios to the TD Ameritrade platform as custodian of client assets, PCS will also have custody of these assets according to SEC Rule 206(4)-2. PCS will provide guidance to TD Ameritrade related to account fee billing for the Plus Portfolios, which creates a custody relationship between PCS and TD Ameritrade.

### **Item 3**    **Table of Contents**

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## **Item 4 Advisory Businesses**

Private Client Services (PCS) is an independent Registered Investment Advisor that is registered with the U.S. Securities and Exchange Commission (SEC) under the Investment Advisors Act of 1940. PCS began conducting business in 2001. The principal place of business for PCS is located in Louisville, Kentucky.

PCS provides financial planning, general financial consulting and investment advisory services.

As of December 31, 2017:

- PCS provided investment advisory services on \$241.7 million in client assets.
- The total number of client accounts was 1088.
- 100% of client assets are advised on a non-discretionary basis.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company):

- KFG Enterprises, Inc.
- Ernest A Sampson

### **PCS offers the following advisory services to our clients:**

#### **1. FINANCIAL PLANNING**

We provide financial planning services. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions, information and analysis are considered as they impact, and are impacted by, the entire financial and life situation of the client. Clients utilizing this service may receive a written report (depending on the type of service) which may provide the client with a detailed financial plan designed to assist the client achieve his or her financial goals and objectives.

In general, the financial plan can address any or all of the following areas:

- **PERSONAL:** We review family records, budgeting, personal liability, estate information and financial goals.
- **TAX & CASH FLOW:** We analyze the client's income tax and spending and planning for past, current and future years; then illustrate the impact of various investments on the client's current income tax and future tax liability.
- **INVESTMENTS:** We analyze investment alternatives and their effect on the client's portfolio.
- **INSURANCE:** We review existing policies to evaluate proper coverage for life, health,

disability, long-term care, liability, home and automobile.

- **RETIREMENT:** We analyze current strategies and investment plans to help the client achieve his or her retirement goals.
- **DEATH & DISABILITY:** We review the client's cash needs at death, income needs of surviving dependents, estate planning and disability income.
- **ESTATE:** We assist the client in assessing and developing long-term strategies, including as appropriate, living trusts, wills, review estate tax, powers of attorney, asset protection plans, nursing homes, Medicaid and elder law.

We gather required information through in-depth personal interviews. Information gathered may include the client's current financial status, tax status, future goals, returns objectives and attitudes towards risk. We carefully review documents supplied by the client, which may include a questionnaire completed by the client, and prepare the necessary reports and or other deliverables to satisfy the work as outlined in the engagement agreement. Should the client choose to implement the recommendations contained in the plan, we suggest the client work closely with his/her attorney, accountant, insurance agent, and/or stockbroker. Implementation of financial plan recommendations is without obligation and is entirely at the client's discretion.

We also provide general non-securities advice on topics that may include tax and budgetary planning, estate planning and business planning. Examples of such topics are:

- Asset Allocation
- Income Tax
- Insurance Risk Management
- Investment Planning
- Education Planning
- Estate Planning
- Retirement Planning
- Benefits Planning

Typically the financial plan is presented to the client within 90 days of the contract date, provided that all information needed to prepare the financial plan has been promptly provided, but may be longer depending on the specifics outlined in the engagement agreement.

Financial Planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company. All recommendations are of a generic nature.

## **1. CONSULTING SERVICES**

PCS provides financial consulting services to assist clients in the assessment and analysis of a wide variety of common financial decisions and transactions. Among the types of decisions for which PCS provides evaluation, analysis and assistance includes, but is not limited to:

- Mortgage refinancing
- Automobile lease versus buy

- Tax planning
- Insurance
- Budgeting

A consulting engagement is typically focused on a specific financial issue for which a client requires assistance, and PCS provides evaluation and recommendation on a case-by-case contractual basis. Recommendations are made without client obligation to engage with PCS for any other services that PCS provides.

## **2. INVESTMENT ADVISORY SERVICES**

PCS provides a framework for client financial discovery, risk profiling, asset allocation modeling, and suitability and compliance review.

Based on the needs of the individual client, PCS Investment Advisor Representatives (“IARs”) may provide ongoing advice regarding the investment of client assets. Through a process of discussion and discovery, PCS IARs evaluate and analyze a given client’s particular financial goals, resources and constraints. Key determinants include the client’s investment objectives, their investment and income time horizons, their risk tolerance, and their anticipated liquidity needs. Our IARs then develop and recommend one or more suitable personal investment strategies to create and manage an investment portfolio that will enable the client to reach their financial goals. As appropriate, we also discuss and consider a client’s prior investment history and experience with various investable asset classes, as well as family composition and background.

Upon completion of the discovery and risk profiling process, the IAR will make a recommendation to manage the client portfolio on one of three different investment platforms that PCS offers to our clients. PCS offers a proprietary PCS Advisory Allocation Account (AAA) wrap fee platform, propriety PCS Plus Portfolio allocation Account wrap fee platform, or an outsourced Third Party Asset Manager (TPAM) platform. Descriptions of all three options are detailed below. Given an individual client’s circumstances, there may be instances where a combination of platforms might be utilized.

The IAR will also present an appropriate benchmark, either a widely recognized market index or blend of market indices that is representative of the asset classes to be used in the construction of the client portfolio.

PCS IARs may manage accounts on either a discretionary and non-discretionary basis. Client consent for any and all trade recommendations or changes in asset allocation must be obtained prior to the execution of such trades or allocation changes within all non-discretionary accounts. Clients who elect to assign discretionary authority to their IAR are not required to approve individual transactional activity. Discretionary authority will be limited to portfolio management activities and do not include any authority related to disbursement of funds from a client account without express instruction from the client for each money movement (Systematic disbursement with approved request excluded).

Clients may impose reasonable restrictions on investing in certain asset classes, certain types of securities, specific industries or economic sectors, or securities issued by specific companies or entities.

Upon client request only, PCS assists in the development and utilization of a formalized Investment Policy Statement (IPS), which summarizes the general investment goals and objectives of a client and describes the strategies that the Advisor should employ to meet these objectives. Specific information on matters such as asset allocation, risk tolerance, and liquidity requirements would also be included in an IPS.

The supervision, monitoring and review processes for client accounts are described below in Item 13.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Warrants
- Corporate debt securities (other than commercial paper)
- Certificates of deposit
- Municipal securities
- Variable life insurance
- Variable annuities
- Mutual fund shares
- United States governmental securities
- Options contracts on securities

Because some types of investments involve certain additional degrees of risk, they will only be implemented when a recommendation is consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

### **PCS ADVISORY ALLOCATION ACCOUNT (AAA)**

The PCS AAA platform is a proprietary wrap fee program consisting of five different asset allocation models. The model allocations are strategic, providing five distinct portfolios with fixed target allocations that are optimized across the entire risk and return spectrum. The recommended asset allocation for each of the five models provides a fixed target from which portfolio drift and necessary rebalancing can be calculated.

Within the allocation to each asset class, PCS IARs will work with the client to make individual security, mutual fund, exchange traded fund, or other investment vehicle recommendations to complete the construction of a given portfolio. For non-discretionary accounts, because client consent is necessary, the implementation of a given model's allocation and subsequent trading and rebalancing does not occur without client acknowledgment and acceptance of any recommendations. Clients are under no obligation to take action on any recommendations.



Because each PCS IAR operates independently, individual security selection recommendations will likely result in portfolios that have identical asset allocations, but different individual investments within each asset class. This may or may not result in different investment performance between accounts with similar asset allocations.

### **PCS AAA Model Allocations**

<b>Model Name:</b>	<b>Description</b>	<b>Allocation</b>
<b>Conservative</b> <i>Investment objective: Preservation</i>	For investors who are primarily interested in preserving their investment principal. Investors who choose this model seek low volatility and a low probability of capital loss.	30% Equity 70% Fixed Income
<b>Moderate-Conservative</b> <i>Investment objective: Income and Moderate Growth</i>	For investors who seek moderate capital appreciation. Investors who choose this model are comfortable with only limited swings in the annual returns earned on their portfolios	50% Equity 50% Fixed Income
<b>Moderate</b> <i>Investment objective: Balanced growth</i>	For investors who seek higher potential growth with relatively stable capital appreciation. Investors who choose this model feel that maximizing returns is equally important to minimizing risk.	60% Equity 40% Fixed Income
<b>Moderate-Aggressive</b> <i>Investment objective: Capital growth</i>	For investors who seek high potential growth. Investors who choose this model are willing to accept an above-average risk in exchange for greater potential gains.	80% Equity 20% Fixed Income
<b>Aggressive</b> <i>Investment objective: Aggressive growth</i>	For investors who want to build significant wealth over time, and are willing to accept greater risk to do so. Investors who choose this model will tolerate large market fluctuations in value in exchange for potentially greater returns.	100% Equity

### **PCS PLUS PORTFOLIOS**

The PCS Plus Portfolio platform is a proprietary wrap fee program consisting of five different asset allocation portfolios. The portfolios are strategic, providing five distinct models with fixed target allocations that are optimized across the entire risk and return spectrum. The asset allocation for each of the five portfolios provides a fixed target from which portfolio drift and rebalancing is calculated.



Within each portfolio, the PCS Investment Committee will make portfolio changes to complete the construction and ongoing management of a given portfolio.

The PCS Investment Committee is made up of members representing Research, Marketing, Compliance, Operations, and Executive Management.

**PCS Plus Portfolios:**

<b>Model Name:</b>	<b>Description</b>	<b>Target Allocation</b>
<b>Conservative Plus</b> <i>Investment objective: Preservation</i>	For investors who are primarily interested in preserving their investment principal. Investors who choose this model seek low volatility and a low probability of capital loss.	32% Equity 66% Fixed Income 2% Cash
<b>Moderate-Conservative Plus</b> <i>Investment objective: Income and Moderate Growth</i>	For investors who seek moderate capital appreciation. Investors who choose this model are comfortable with only limited swings in the annual returns earned on their portfolios	63% Equity 36% Fixed Income 2% Cash
<b>Moderate Plus</b> <i>Investment objective: Balanced growth</i>	For investors who seek higher potential growth with relatively stable capital appreciation. Investors who choose this model feel that maximizing returns is equally important to minimizing risk.	76% Equity 22% Fixed Income 2% Cash
<b>Moderate-Aggressive Plus</b> <i>Investment objective: Capital growth</i>	For investors who seek high potential growth. Investors who choose this model are willing to accept an above-average risk in exchange for greater potential gains.	90% Equity 8% Fixed Income 2% Cash
<b>Aggressive Plus</b> <i>Investment objective: Aggressive growth</i>	For investors who want to build significant wealth over time, and are willing to accept greater risk to do so. Investors who choose this model will tolerate large market fluctuations in value in exchange for potentially greater returns.	98% Equity 2% Cash

**THIRD PARTY ASSET MANAGERS (TPAM)**

PCS has engaged in agreements with several unaffiliated asset managers, known as TPAMs (Third Party Asset Manager). TPAMs offer clients of PCS additional services, investment flexibility, and access to institutional and alternative asset managers. Such access has historically been available only to large institutions, high net worth individuals and accredited investors.

PCS has established a due diligence process to investigate various aspects of each TPAM, including evaluation and analysis of historical investment performance, portfolio manager biographies and backgrounds, trading and operations policies, compliance, code of ethics and overall business enterprise risk.

The client financial discovery and risk profiling process is similar to the process employed for PCS AAA clients, but customized by the TPAM to suit the array of available investment alternatives that a given TPAM may offer. Upon completion of the discovery and TPAM risk profiling processes, PCS IARs will make a recommendation to the client as to which TPAM offers a suitable platform and selection of potential portfolios to meet client objectives. Factors considered in making this determination include account size, risk tolerance, the investment philosophy of the selected TPAM, the suitability of the products offered by the TPAM, and the opinion of the client. Clients should refer to the selected TPAM's Firm Brochure or other disclosure documents for a full description of the services offered by each firm. We are available to meet with clients (if desired by the client) to review our relationship with any of the TPAMs.

PCS provides supervisory support and periodic compliance testing to ascertain that client accounts are in compliance with the TPAM asset allocation model that has been recommended. PCS also conducts annual account reviews designed to capture any changes in client circumstances and IAR's will then work with the client to adjust investment strategies as necessary to reflect identified changes.

#### *Monitoring of Investment Performance:*

We monitor client investments and the performance of their portfolios on a periodic basis, based on the procedures and timing intervals delineated in the supervisory procedures of Private Client Services. Investment performance is reported to the client at least quarterly, and a suitability review of investment objectives, risk tolerances and the selected benchmark occurs, (unless specifically denied by the client) at least once annually. IAR's may make recommended changes to a client's investment allocation/portfolio as changes in situation and/or client objective or risk tolerance are identified.

#### *Employee Communications:*

For pension, profit sharing and 401(k) plan clients with individual plan participants exercising control over assets in their own account ("self-directed plans"), we may also provide educational support and investment workshops designed for the plan participants. The nature of the topics to be covered will be determined by us and the client under the guidelines established in ERISA Section 404(c). The educational support and investment workshops will NOT provide plan participants with individualized, tailored investment advice or individualized, tailored asset allocation recommendations.

## **Item 5**     **Fees and Compensation**

### **PCS Advisory Allocation Account (AAA) Fees:**

The annualized fee for PCS Advisory Allocation Accounts (AAA) is charged as a percentage of assets under management, according to the following blended fee schedule:

<i><u>Total Account Market Value</u></i>	<i><u>Maximum Annual Fee</u></i>
\$50,000 - \$249,999	2.00%
\$250,000 - \$499,999	1.75%
\$500,000 - \$999,999	1.50%
Over \$1,000,000	1.25%

Our fees are billed quarterly, in advance, at the beginning of each calendar quarter based upon the total market value of the client's account at the end of the previous quarter. Fees will be calculated by Pershing and debited from the account in accordance with the client authorization in the Client Services Agreement.

Should the advisory agreement be terminated by either the client or by PCS, the unearned fee is refunded to the client, based pro-rata on the number of days left in the billing period.

A minimum of \$50,000 of assets under management, custodied on the Pershing AAA Platform is required for this service. This minimum account size may be negotiable under certain circumstances. Private Client Services may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee. The firm reserves the right to waive the account minimum.

***Limited Negotiability of Advisory Fees:*** Although Private Client Services has established the aforementioned maximum fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets, related accounts, portfolio style, account composition, and reporting needs among other factors. The specific annual fee schedule is identified in the contract between the Advisor and each client.

Discounts may be offered to family members and friends of associated persons of our firm as stated in the contract between the advisor and each client.

### **PCS Plus Portfolios Fees:**

The annualized fee for PCS Plus Portfolios is charged as a percentage of assets under management and is determined based on the internal costs of the holdings in the portfolios, administrative costs of the program, and an advisory fee:

- Internal costs of the portfolio holdings typically range between 0.12% and 0.20% but may vary depending on the internal costs of the assets held within the portfolio.
- Administrative costs of managing the portfolios is 0.35%
- Advisory fees are set according to the agreement between the client and the advisor when the account is established and may vary up to a maximum of 1.5%.

Our fees are billed quarterly, in advance, at the beginning of each calendar quarter based upon the total market value of the client's portfolio(s) at the end of the previous quarter. Fees will be calculated by PCS and debited from the account in accordance with the client authorization in the Client Services Agreement.

Should the advisory agreement be terminated by either the client or by PCS, the unearned fee is refunded to the client, based pro-rata on the number of days left in the billing period.

A minimum of \$50,000 of assets under management, invested in the Plus Portfolios is required for this service. This minimum account size may be negotiable under certain circumstances. Private Client Services may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee. The firm reserves the right to waive the account minimum.

***Limited Negotiability of Advisory Fees:*** Although Private Client Services has established the aforementioned maximum fee schedule, we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets, related accounts, account composition, and reporting needs among other factors. The specific annual fee schedule is identified in the contract between the Advisor and each client.

### **Third Party Asset Manager (TPAM) Fees**

Clients participating in TPAM managed account programs may be charged various program fees in addition to the advisory fee charged by our firm. In a wrap fee arrangement, clients pay a single fee for advisory, brokerage and custodial services. Client's portfolio transactions may be executed without commission charge in a wrap fee arrangement. In evaluating such an arrangement, the client should also consider that, depending upon the level of the wrap fee charged by the broker-dealer, the amount of portfolio activity in the client's account, and other factors, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately. We will review with clients any separate program fees that may be charged to clients.

We do not enter into an advisory agreement with any client nor do we charge a fee to any client for referrals to third party asset manager. Our fees for such referrals are paid by the referred TPAM who shares with our firm a percentage of the fees received from the client. Client advisory fees are not increased in any way as a result of our referral of any clients to a TPAM. We typically receive 15% of the advisory management fee paid by the client to that TPAM.

Clients will receive a separate disclosure document describing the fee paid to us by the TPAM. Clients should refer to the TPAM's disclosure document for information regarding its fees, billing practices, minimum required investments and termination of advisory agreements.

## FINANCIAL PLANNING FEES

Private Client Services' Financial Planning fee is determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into an engagement agreement with any client.

Our Financial Planning fees may be calculated and charged on an hourly basis, ranging from \$100 to \$500 per hour. Although the length of time it will take to provide a Financial Plan will depend on each client's personal situation, we will provide an estimate for the total hours at the start of the advisory relationship.

Our Financial Planning fees may be calculated and charged on a fixed fee basis, typically ranging from \$250 to \$5000, depending on the specific arrangement reached with the client.

We may request a minimum retainer upon completion of our initial fact-finding session with the client; however, advance payment will never exceed \$600 for work that will not be completed within six months. The balance is due upon completion and delivery of the plan or a client may be on a quarterly billed cycle.

The client may be billed quarterly in arrears based on actual hours accrued or as 1/4 of a yearly flat rate as per the engagement agreement.

## CONSULTING SERVICES FEES

Private Client Services' Consulting Services fee is determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into a contract with any client.

Our Consulting Services fees may be calculated and charged on an hourly basis, ranging from \$100 to \$500 per hour. An estimate for the total hours is determined at the start of the advisory relationship.

Our Consulting Services may be calculated and charged on a fixed fee basis, typically ranging from \$250 to \$5000 subject to the specific arrangement reached with the client.

Some Consulting Services may be offered to clients on a subscription basis utilizing either an online or system based platform where the fee for service is collected on a recurring basis. The fees for these services will differ depending on the subscription selected by the client.

## GENERAL INFORMATION

***Termination of the Advisory Relationship:*** A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. As disclosed above, certain fees are paid in advance of services provided. Upon termination of any account, any prepaid, unearned fees will be refunded. In calculating a client's reimbursement of fees, we will pro-rate the reimbursement according to the number of days remaining in the billing period.

***Mutual Fund or ETF Fees:*** All fees paid to Private Client Services for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, fund administrative expenses, and a possible distribution fee. If

the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm, which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

***Additional Fees and Expenses:*** In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

***Grandfathering of Minimum Account Requirements:*** Pre-existing advisory clients are subject to Private Client Services' minimum account requirements and advisory fees in effect at the time the client entered into the advisory relationship. Therefore, our firm's minimum account requirements will differ among clients.

***Advisory Fees in General:*** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisors for similar or lower fees.

***Limited Prepayment of Fees:*** Under no circumstances do we require or solicit payment of fees in excess of \$600 more than six months in advance of services rendered.

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

Private Client Services does not charge performance-based fees.

## **Item 7      Types of Clients**

Private Client Services provides advisory services to the following types of clients:

- Individuals (other than high net worth individuals)
- Families
- High net worth individuals
- Trust and Estates
- Charitable organizations
- Pension plan sponsors
- Corporations or other businesses not listed above



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

### **METHODS OF ANALYSIS**

All PCS Investment Advisor Representatives operate independently of each other in the utilization of available sources of investment research, economic forecasts, and investment decision making tools. PCS provides a strategic asset allocation framework to all of our IARs for the purpose of creating suitable asset allocation model choices for any given client. The individual IARs will exercise their own discretion regarding the research and analysis tools necessary to support investment decision making, security selection and portfolio construction. Portfolio construction will consist of investment in individual securities, mutual funds, exchange traded funds, unit investment trusts, options or other investment vehicles. PCS supervises and monitors both the suitability of asset allocation and individual security selections on an ongoing basis. We use the following methods of analysis in formulating our investment advice and/or managing client assets:

**Fundamental Analysis.** We attempt to measure the intrinsic value of a security by looking at economic and financial factors, including the overall economy, industry conditions, and the financial condition and management of the company itself, to determine if the security is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell).

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

**Technical Analysis.** Technical analysis is the evaluation of the price and volume trading history and other associated characteristics to help identify price levels where a security might be purchased or sold. Measures of relative strength, trading volume, price support and resistance, price momentum and volatility are some of the attributes of a security which are taken into account when making purchase or sale decisions.

**Mutual Fund and/or ETF Analysis.** We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to achieve investment objectives over the course of a market cycle and in different economic environments. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap or duplication in the underlying investments held in other funds in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine that they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.



**Third-Party Asset Manager Analysis.** We examine the experience, expertise, investment philosophies, and past performance of independent TPAMs in an attempt to determine if that manager has demonstrated an ability to achieve investment objectives over the course of a market cycle and in different economic environments. We monitor the manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks.

A risk of investing with a third-party manager who has been successful in the past is that he/she may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a third-party manager's portfolio, there is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as we do not control the manager's daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities that we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate, timely and unbiased data and analysis. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

### **Investment and Trading Techniques Employed**

We may use one or more of the following strategies in managing client accounts, provided that such strategies are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

**Long-term purchases.** We purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

1. We believe the securities to be currently undervalued, and/or;
2. We want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

**Short-term purchases.** When utilizing this strategy, we purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase.

**Trading.** We purchase securities with the idea of selling them very quickly (typically within 30 days or less). We do this in an attempt to take advantage of our predictions of brief price swings.

**Margin transactions.** We will purchase securities for your portfolio with money borrowed from your brokerage account. This allows you to purchase more securities than you would be able to with your available cash, and allows us to purchase securities without selling other holdings.

**Option writing.** We may use options as an investment strategy. An option is a contract that gives the

buyer the right, but not the obligation, to buy or sell an asset (such as a share of stock) at a specific price on or before a certain date. An option, just like a stock or bond, is a security. An option is also a derivative, because it derives its value from an underlying asset.

The two types of options are calls and puts:

1. A call gives us the right to buy an asset at a certain price within a specific period of time. We will buy a call if we have determined that the stock will increase substantially before the option expires.
2. A put gives us the holder the right to sell an asset at a certain price within a specific period of time. We will buy a put if we have determined that the price of the stock will fall before the option expires.

We will use options to speculate on the possibility of a sharp price swing. We will also use options to "hedge" a purchase of the underlying security; in other words, we will use an option purchase to limit the potential upside and downside of a security we have purchased in a client portfolio.

We use "covered calls", in which we sell an option on security currently held in a portfolio. In this strategy, the client receives a fee for making the option available, and the person purchasing the option has the right to buy the security from the owner/client at an agreed-upon price.

We use a "spreading strategy", in which we purchase two or more option contracts (for example, a call option that is purchased and a call option that is sold, with both transactions occurring simultaneously) for the same underlying security. This effectively puts the owner/client on both sides of the market, but with the ability to vary price, time and other factors.

***Risk of Loss.*** Securities investments are not guaranteed and you may lose money on your investments. Key to a successful relationship with your investment advisor is an accurate and realistic evaluation of your tolerance for risk taking and the ability to absorb adverse investment performance. We ask that you work with us to help us best understand your tolerance for risk.

## **Item 9     Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

The following are disciplinary events relating to our firm and/or our management personnel:

**Neither this firm nor its management personnel has any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management team.**

## **Item 10     Other Financial Industry Activities and Affiliations**

### ***FIRM Registrations:***

In addition to Private Client Services being a Registered Investment Advisor, our firm is registered as a FINRA member broker-dealer. A list of affiliated broker-dealers is specifically disclosed in Section 7.A. on Schedule D of Form ADV, Part 1, which can be accessed by following the directions provided on the Cover Page of this Firm Brochure.

### ***MANAGEMENT PERSONNEL Registrations:***

Management personnel of our firm are registered as Registered Representatives of Private Client Services, an affiliated FINRA member broker-dealer.

While Private Client Services and these individuals endeavor at all times to put the interest of the clients first as part of our fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

Clients should be aware that the receipt of additional compensation by Private Client Services and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. Private Client Services endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment advisor; we take the following steps to address this conflict:

1. We disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
2. We disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies, and that transactions executed in client accounts are entered only with client consent;
3. We disclose to the client in a separate disclosure document the compensation we receive in exchange for the client's referral to the selected investment advisor;
4. We conduct initial and periodic due diligence on the selected investment advisors to establish that the advisors are suitable to recommend to our clients
5. We collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
6. Our firm's management conducts periodic reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
7. We require that our employees seek prior approval of any outside employment or business activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
8. We periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
9. We educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

As previously disclosed, we recommend the services of various registered investment advisors to its clients. In exchange for this recommendation, we receive a referral fee from the selected investment

advisor. The fee received by us is typically a percentage of the fee charged by that investment advisor to the referred client. The portion of the advisory fee paid to us does not increase the total advisory fee paid to the selected investment advisor by the client. We do not charge the client any fees for these referrals. We will only recommend advisors that pay us a referral fee.

We are aware of the special considerations required under Rule 206(4)-3 of the Investment Advisors Act of 1940. As such, all appropriate disclosure shall be made and all applicable Federal and State laws will be observed.

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

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

Private Client Services and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our 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 provides for oversight, enforcement and recordkeeping provisions.

Private Client Services' Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [esampson@pcsbd.net](mailto:esampson@pcsbd.net), or by calling us at 502-451-0600.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related persons may have an interest or position in a certain securities which may also be recommended to a client.

It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction being implemented for an advisory account, thereby preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

We may aggregate our employee trades with client transactions where possible and when compliant with our duty to seek best execution for our clients. In these instances, participating clients will receive an average share price and transaction costs will be shared equally and on a pro-rata basis. In the

instances where there is a partial fill of a particular batched order, we will allocate all purchases pro-rata, with each account paying the average price. Our employee accounts will be excluded in the pro-rata allocation.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. No principal or employee of our firm may buy or sell securities for their personal portfolio where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
3. It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
4. Our firm requires prior approval for any IPO or private placement investments by related persons of the firm.
5. We maintain a list of all reportable securities holdings for our firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
6. We have established procedures for the maintenance of all required books and records.
7. All clients are fully informed that related persons may receive separate commission compensation when effecting transactions during the implementation process.
8. Clients can decline to implement any advice rendered, except in situations where our firm is granted discretionary authority.
9. All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
10. We require delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.
11. We have established policies requiring the reporting of Code of Ethics violations to our senior management.
12. Any individual who violates any of the above restrictions may be subject to termination.

As disclosed in the preceding section of this Brochure (Item 10), related persons of our firm are separately registered as securities representatives of a broker-dealer, investment advisor representatives of another registered investment advisor, and/or licensed as an insurance agent/broker of various insurance companies. Please refer to Item 10 for a detailed explanation of these relationships and important conflict of interest disclosures.



## **Item 12    Brokerage Practices**

Private Client Services may enter into soft-dollar arrangements whereby expenses such as technology, marketing, and or other expenses may be paid for by third parties as long as the soft dollar arrangements are not predicated on any sales activities, asset transfer, or other asset driven criteria.

Private Client Services participates in the TD Ameritrade Institutional program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. ("TD Ameritrade"), member FINRA/SIPC. TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer. TD Ameritrade offers to independent investment Advisors services which include custody of securities, trade execution, clearance and settlement of transactions. Private Client Services receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14 below.)

Private Client Services will block trades where possible and when advantageous to clients. This blocking of trades permits the trading of aggregate blocks of securities composed of assets from multiple client accounts, so long as transaction costs are shared equally and on a pro-rated basis between all accounts included in any such block.

Block trading may allow us to execute equity trades in a timelier, more equitable manner, at an average share price. Private Client Services will typically aggregate trades among clients whose accounts can be traded at a given broker, and generally will rotate or vary the order of brokers through which it places trades for clients on any particular day. Private Client Services' block trading policy and procedures are as follows:

1. Transactions for any client account may not be aggregated for execution if the practice is prohibited by or inconsistent with the client's advisory agreement with Private Client Services or our firm's order allocation policy.
2. The trading desk in concert with the program manager must determine that the purchase or sale of the particular security involved is appropriate for the client and consistent with the client's investment objectives and with any investment guidelines or restrictions applicable to the client's account.
3. The program manager must reasonably believe that the order aggregation will benefit, and will enable Private Client Services to seek best execution for each client participating in the aggregated order. This requires a good faith judgment at the time the order is placed for the execution. It does not mean that the determination made in advance of the transaction must always prove to have been correct in the light of a "20-20 hindsight" perspective. Best execution includes the duty to seek the best quality of execution, as well as the best net price.
4. Prior to entry of an aggregated order, a written order ticket must be completed which identifies each client account participating in the order and the proposed allocation of the order, upon completion, to those clients.
5. If the order cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated pro rata among the participating client accounts in accordance with the initial order ticket or other written statement of allocation. However, adjustments to this pro rata allocation may be made to participating client accounts in accordance with the initial order ticket or other written

statement of allocation. Furthermore, adjustments to this pro rata allocation may be made to avoid having odd amounts of shares held in any client account, or to avoid excessive ticket charges in smaller accounts.

6. Generally, each client that participates in the aggregated order must do so at the average price for all separate transactions made to fill the order, and must share in the commissions on a pro rata basis in proportion to the client's participation. Under the client's agreement with the custodian/broker, transaction costs may be based on the number of shares traded for each client.
7. If the order will be allocated in a manner other than that stated in the initial statement of allocation, a written explanation of the change must be provided to and approved by the Chief Compliance Officer no later than the morning following the execution of the aggregate trade.
8. Private Client Services' client account records separately reflect, for each account in which the aggregated transaction occurred, the securities which are held by, and bought and sold for, that account.
9. Funds and securities for aggregated orders are clearly identified on Private Client Services' records and to the broker-dealers or other intermediaries handling the transactions, by the appropriate account numbers for each participating client.
10. No client or account will be favored over another.

## **Item 13      Review of Accounts**

### **Private Client Services Advisory Allocation Account (AAA)**

**REVIEWS:** While the underlying securities and transaction activity within AAA accounts are continually monitored by Advisory representatives, these accounts are also offered a review at least annually. Accounts are reviewed in the context of the client's investment objectives, risk tolerance and time horizon, as well as the target asset allocation for each model portfolio and any investment restrictions provided by the client. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, significant contributions or withdrawals from the portfolio, or the market, political or economic environment.

These accounts are also periodically reviewed by: RIA Program Manager and/or Designated Firm Principals

**REPORTS:** Private Client Services, through our custodian Pershing, LLC, provide monthly/quarterly reports summarizing account performance, transaction history, balances and current holdings. The client is also reminded to notify us if there have been changes in the client's financial situation or investment objectives and whether the client wishes to impose investment restrictions or modify existing restrictions.

### **Private Client Services Plus Portfolios**

**REVIEWS:** Plus Portfolios are continually monitored to ensure portfolio compliance with stated objectives, risk tolerance, and allocation. Plus Portfolios are subject to auto rebalancing



of portfolio holdings depending on the amount of “Drift” (or changes to portfolio values based on performance of individual holdings within the portfolio).

Plus Portfolios, on at least a quarterly basis, are reviewed to identify any potential changes in portfolio holdings in order to maintain the portfolio objective, risk tolerance, or to improve potential returns within the portfolio.

**REPORTS:** Private Client Services provides monthly/quarterly reports summarizing account performance, transaction history, balances and current holdings. The client is also reminded to notify their advisor if there have been changes in the client's financial situation or investment objectives and whether the client wishes to impose investment restrictions or modify existing restrictions.

### **Third Party Money Managers (TPAM)**

**REVIEWS:** These client accounts should refer to the TPAM's Firm Brochure (or other disclosure document used in lieu of the brochure) for information regarding the nature and frequency of reviews provided by that independent registered investment advisor.

PCS periodically reviews TPAM reports summarizing account performance, transaction and rebalancing history, balances and current holdings. PCS monitors the suitability of asset allocation models as selected by the client in the TPAM account agreement.

These accounts are reviewed by: RIA Program Manager and/or Designated Firm Principal.

**REPORTS:** These clients should refer to the TPAM's Firm Brochure (or other disclosure document used in lieu of the brochure) for information regarding the nature and frequency of reports provided by that independent registered investment advisor.

Private Client Services does not typically provide reports in addition to those provided by the independent registered investment advisor selected to manage the client's assets.

### **FINANCIAL PLANNING SERVICES**

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement agreement, typically no formal reviews will be conducted for Financial Planning clients unless otherwise contracted for.

All deliverables called for under financial planning engagement agreements are monitored and delivery verified by the RIA Program Manager.

**REPORTS:** Financial Planning clients will receive a completed financial plan per the engagement agreement. Additional reports will not typically be provided unless otherwise contracted for within the engagement agreement.

### **CONSULTING SERVICES**

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Consulting Services clients unless otherwise contracted for. Such reviews will be conducted by the client's account representative.

**REPORTS:** These client accounts will receive reports as contracted for at the inception of the advisory engagement.

#### **Item 14    Client Referrals and Other Compensation**

It is Private Client Services' policy not to engage solicitors (unless specifically accepted by PCS and the relationship disclosed to the client) or to pay related or non-related persons for referring potential clients to our firm.

It is Private Client Services' policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

As disclosed under Item 12, above, Private Client Services participates in TD Ameritrade's institutional customer program and Private Client Services may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between Private Client Services' participation in the program and the investment advice it gives to its Clients, although Private Client Services receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Private Client Services participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Advisor by third party vendors.

TD Ameritrade may also have paid for business consulting and professional services received by Private Client Services' related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Private Client Services but may not benefit its Client accounts. These products or services may assist Private Client Services in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Private Client Services manage and further develop its business enterprise. The benefits received by Private Client Services or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Private Client Services endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Private Client Services or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the Private Client Services' choice of TD Ameritrade for custody and brokerage services.

## **Item 15**    **Custody**

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

SEC Rule 206(4)-2 states that an adviser authorized to deduct advisory fees or other expenses directly from a client's account has access to, and therefore has custody of, the client funds and securities in that account. In this regard, PCS does have custody of client assets; However PCS does not have constructive custody of client assets or hold client assets away from a registered custodian (Pershing, LLC and TD Ameritrade hold all customer assets on behalf of PCS).

## **Item 16**    **Investment Discretion**

As previously disclosed in Item 4 of this brochure, Private Client Services' IARs manage client accounts on both a discretionary and non-discretionary basis. Client consent for any and all trade recommendations or changes in asset allocation must be obtained prior to the execution of such trades or allocation changes within all non-discretionary accounts.

Clients who elect to assign discretionary authority to their IAR are not required to approve individual transactional activity. Discretionary authority will be limited to portfolio management activities and do not include any authority related to disbursement of funds from a client account without express instruction from the client for each money movement (Systematic disbursement with approved request excluded).

## **Item 17**    **Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

## **Item 18**    **Financial Information**

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

As an advisory firm, we are also required to disclose any financial condition that is reasonable likely to impair our ability to meet our contractual obligations. Private Client Services has no additional financial circumstances to report.

Private Client Services has not been the subject of a bankruptcy petition at any time during the past ten years.