

Toner Asset Management Group, Inc.  
SEC Form ADV Part 2A  
“Brochure”

*This brochure provides information about the qualifications and business practices of Toner Asset Management Group, Inc. If you have any questions about the contents of this brochure, please contact us by telephone at (757) 425-1977 or by email at [troy@tamg.net](mailto:troy@tamg.net). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission.*

*Additional information about Toner Asset Management Group, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Toner Asset Management Group, Inc's CRD number is: 120640*

303 34th Street, Suite 4  
Virginia Beach, Virginia, 23451  
Phone: (757) 425-1977  
Fax: (757) 965-2074  
Email: [troy@tamg.net](mailto:troy@tamg.net)

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

Version March 13, 2017

## Item 2: Material Changes

There are no material changes to report.

## Item 3: Table of Contents

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## Item 4: Advisory Business

### A. Description of the Advisory Firm

This firm has been in business since June 8, 2002, and the principal owner is Troy Bryon Toner.

Toner Asset Management Group, Inc. (hereinafter "TAMG") offers clients a platform of Family Office Services to choose from that best matches each client's circumstances and needs. Our Family Office Services provide integrated services to ultra-high net worth individuals, families, estates, trusts and charitable foundations.

TAMG provides families an array of choices to determine how best to manage the financial complexity in their lives. We offer Family Office Services in the areas of investment supervisory services, financial services, tax services, trust services and philanthropic services.

TAMG provides access to group and individual education programs for family members around a wide variety of topics; for example: next generation education, trustee and beneficiary mentoring, and, in consultation with the Client, other programs that may be customized for the Client's needs.

TAMG also offers diagnostic review and illustration of current estate plan; work with Client's legal advisor to create an estate plan that reflects Client's wealth transfer goals; review Client's estate plan annually, where applicable, including recommendations and monitoring.

The Adviser has submitted an application to transition its registration with the State of Virginia to registration with the SEC.

### B. Types of Advisory Services

TAMG offers the following services to advisory clients:

#### *Investment Supervisory Services*

TAMG offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. TAMG creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client's specific situation. Investment Supervisory Services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

TAMG evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. TAMG will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

### ***Financial Planning***

TAMG provides advice to clients about investments, risk management, strategic portfolio planning, asset allocation, cash management and on specific public and private companies. Additionally, relationship management services are provided in regard to other financial services companies. These services are based on an annual fee and the final fee structure is documented in the Financial Planning Agreement.

### ***Services Limited to Specific Types of Investments***

TAMG limits its investment advice and/or money management to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, hedge funds, REITs, private placements, and government securities. TAMG may use other securities as well to help diversify a portfolio when applicable.

### **C. Client Tailored Services and Client Imposed Restrictions**

TAMG offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent TAMG from properly servicing the client account, or if the restrictions would require TAMG to deviate from its standard suite of services, TAMG reserves the right to end the relationship.

### **D. Wrap Fee Programs**

TAMG does not participate in any wrap fee programs.

### **E. Amounts Under Management**

TAMG has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$131,543,269	\$0.00	12/31/2016

## Item 5: Fees and Compensation

### A. Fee Schedule

#### *Investment Supervisory Services Fees*

Total Assets Under Management	Annual Fee
\$1 - \$4,999,999	0.85%
\$5,000,000 to \$9,999,999	0.65%
\$10,000,000 and Above	0.50%

These fees are nonnegotiable and the final fee schedule is attached in the Investment Advisory Contract. Fees are paid quarterly in arrears, and clients may terminate their contracts with one day written notice. Clients may terminate their contracts without penalty within 5 business days of signing the advisory contract. Advisory fees are withdrawn directly from the client's accounts with client written authorization or by direct invoicing to the client.

#### *Investment Supervisory Services Fees*

Advisory fees are withdrawn directly from the client's accounts with client written authorization quarterly or an invoice is mailed directly to the client based on client preference and in arrears.

#### *Financial Planning Fees*

Financial Planning Services may be provided to family office and advisory clients. Family Office and advisory clients pay in arrears upon completion of each calendar quarter. Clients may terminate their contracts without penalty within five business days of signing the advisory contract.



For Family Office Services, TAMG charges a fixed negotiated fee that is billed in arrears upon completion of each calendar quarter.

## **B. Payment of Fees**

### ***Payment of Investment Supervisory Fees***

Advisory fees may be withdrawn directly from the client's accounts with client written authorization. Fees are paid quarterly in arrears.

Advisory fees may also be invoiced and billed directly to the client with payments due on the final day of each calendar quarter. Clients may select the method in which they are billed.

### ***Payment of Financial Planning Fees***

Financial Planning Services may be provided to Investment Advisory and Family Office Clients. Because fees are charged in arrears, no refund is necessary.

### ***Payment of Family Office Fees***

Family Office Services are paid quarterly via check in arrears upon completion.

## **C. Clients Are Responsible For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by TAMG. Please see Item 12 of this brochure regarding broker/custodian.

## **D. Prepayment of Fees**

TAMG collects fees in arrears.

## **E. Outside Compensation for the Sale of Securities to Clients**

Neither TAMG nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

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

TAMG does not charge any performance based fees.

## Item 7: Types of Clients

TAMG generally provides investment advice and/or management supervisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Corporations or Business Entities

### *Minimum Account Size*

There is an account minimum, \$2,000,000, which may be waived by the investment advisor, based on the needs of the client and the complexity of the situation.

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

### A. Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

TAMG's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

**Charting analysis** involves the use of patterns in performance charts. TAMG uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

**Technical analysis** involves the analysis of past market data; primarily price and volume.

**Cyclical analysis** involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

### ***Investment Strategies***

TAMG uses long term trading, short term trading, short sales, margin transactions, options writing (including covered options, uncovered options, or spreading strategies).

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

## **B. Material Risks Involved**

### ***Methods of Analysis***

**Charting analysis** strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in solely using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

**Fundamental analysis** concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

**Technical analysis** attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

**Cyclical analysis** assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold : 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles they are trying to take advantage of.

### ***Investment Strategies***

Long term trading is designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

Short term trading, short sales, margin transactions, and options writing generally hold greater risk and clients should be aware that there is a material risk of loss using any of those strategies.

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

### **C. Risks of Specific Securities Utilized**

TAMG generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets. However, it will utilize short sales, margin transactions, and options writing. Short sales, margin transactions, and options writing generally hold greater risk of capital loss and clients should be aware that there is a material risk of loss using any of those strategies.

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

## **Item 9: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business or the integrity of our management.

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

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

Neither TAMG nor its representatives are registered as a broker-dealer or as representatives of a broker-dealer.

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

Neither TAMG nor its representatives are registered as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.

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

Neither TAMG nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

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

TAMG does not utilize nor select other advisors or third party managers. All assets are managed by TAMG management.

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

#### **A. Code of Ethics**

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Clients may request a copy of our Code of Ethics from management.

#### **B. Recommendations Involving Material Financial Interests**

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

### **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of TAMG may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of TAMG to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting from the recommendations they provide to clients. TAMG will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

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

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

## **Item 12: Brokerage Practices**

### **A. Factors Used to Select Custodians and Broker-Dealers**

The Custodians are chosen based on their relatively low transaction or management fees and access to mutual funds and ETFs.

#### ***1. Research and Other Soft-Dollar Benefits***

TAMG receives no research, product, or service other than execution from a broker-dealer or third-party in connection with client securities transactions ("soft dollar benefits").

#### ***2. Brokerage for Client Referrals***

TAMG receives referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

#### ***3. Clients Directing Which Broker/Dealer/Custodian to Use***

In certain circumstances, TAMG will allow clients to direct TAMG to use a specific broker-dealer to execute transactions. By requiring TAMG to use a specific broker-dealer, TAMG may be unable to achieve most favorable execution of client transactions and this may cost clients money over using a lower-cost custodian.

## **B. Aggregating (Block) Trading for Multiple Client Accounts**

TAMG maintains the ability to block trade purchases across accounts. While block trading may benefit clients by purchasing larger blocks in groups, we do not feel that the clients are at a disadvantage due to the best execution practices of our custodian.

# **Item 13: Reviews of Accounts**

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

Client accounts are reviewed at least monthly only by Troy Bryon Toner, President. Troy Bryon Toner is the chief advisor and is instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at TAMG are assigned to this reviewer.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Troy Bryon Toner, President. There is only one level of review and that is the total review conducted to create the financial plan.

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

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

## **C. Content and Frequency of Regular Reports Provided to Clients**

Each client will receive at least monthly a written report that details the client's account which will come from the custodian.

Clients are provided a one-time financial plan concerning their financial situation. After the presentation of the plan, there are no further reports. Clients may request additional plans or reports.

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

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

TAMG does not receive any economic benefit, directly or indirectly from any third party for advice rendered to TAMG clients.

### **B. Compensation to Non –Advisory Personnel for Client Referrals**

TAMG does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

TAMG does not take custody of client accounts at any time. Custody of client's accounts is held at each clients Custodian.

## **Item 16: Investment Discretion**

For those clients' accounts where TAMG provides ongoing supervision, the client has given TAMG written discretionary authority over the client's accounts with respect to securities to be bought or sold and the amount of securities to be bought or sold. Details of this relationship are fully disclosed to the client before any advisory relationship has commenced. The client provides TAMG discretionary authority via a limited power of attorney in the Investment Advisory Contract and in the contract between the client and the custodian.

## **Item 17: Voting Client Securities (Proxy Voting)**

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

## **Item 18: Financial Information**



### **A. Balance Sheet**

TAMG does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

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

Neither TAMG nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

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