

## **Form ADV Part IIA**

Equis Group, LLC  
17603 Garden Ridge Cr.  
Wildwood, MO 63038  
(636) 458 7777  
[www.equisgroupllc.com](http://www.equisgroupllc.com)

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This brochure provides information about the qualifications and business practices of Equis Group, LLC. If you have any questions about the contents of this brochure, please contact us at (636) 458-7777. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Equis Group, LLC is also available on the SEC's website at [www.equisgroupllc.com](http://www.equisgroupllc.com)

## **Item 2: Material Changes**

There were no material changes since our last annual amendment, dated January, 2011 other than changes made to conform to the new disclosure requirements required under the new Part 2A of Form ADV.

## Table of Contents

1. CoverPage.....	1
2. Material Changes.....	2
3. Table of Contents.....	3
4. Advisory Business .....	4
Managed Accounts.....	4
Financial Planning.....	5
5. Fees and Compensation.....	6
Equis Fee Schedule .....	6
Financial Planning.....	6-7
6. Performance-Based Fees and Side-By-Side Management.....	7
7. Types of Clients.....	7
8. Methods of Analysis, Investment Strategies and Risk of Loss .....	7-9
9. Disciplinary Information .....	10
10. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	10
11. Review of Accounts .....	10
12. Custody.....	11
13. Investment Discretion.....	11
14. Voting Client Securities .....	11
15. Financial Information .....	11
16. Requirements for State-Registered Advisor .....	11

#### **Item 4: Advisory Business**

Equis Group, LLC ("we", "our", "us", "Equis Group") is an independent advisor dedicated to providing prudent and comprehensive financial advice to athletes and artists seeking individual and personalized help.

We are a Registered Investment Advisor with the State of Missouri File Number 132755, in order to offer investment advisory products and services to our advisory clients ("you").

We have been an SEC Registered Investment Advisor since 2004 and manage, as of December 31, 2012, \$48,500,000 of assets on a discretionary basis.

Our principal owner and Chief Compliance Officer is Joseph L. Corbett.

#### **MANAGED ACCOUNT PLATFORM**

We offer the MANAGED ACCOUNT PLATFORM which provides comprehensive investment management of your assets through the application of asset allocation planning software as well as the provision of execution, clearing and custodial services through Schwab International.

Managed Accounts provides risk tolerance assessment, efficient frontier plotting, manager profiling and performance data, and portfolio optimization and re-balancing tools. Utilizing these tools, and based on your responses to a risk tolerance questionnaire ("Questionnaire") and/or discussions that we have together regarding among other things, investment objective, risk tolerance, investment time horizon, account restrictions, and overall financial situation, we construct a portfolio of investments for you. This portfolio may consist of managed account equities, debt securities or other investments.

Each portfolio is designed to meet your individual needs, stated goals and objectives. Additionally, you have the opportunity to place reasonable restrictions on the types of investments to be held in the portfolio.

*If you are interested in learning more about any of these services, please note that a complete description of the programs, services, fees and payment structure, and termination features is available via the applicable Third Party Advisory Service's disclosure brochures, investment advisory contracts, and account opening documents.*

## **FINANCIAL PLANNING**

We provide a variety of financial planning services to you regarding the management of your financial resources, based upon an analysis of your needs. Generally, such financial planning services will involve preparing a financial program for you based on your financial circumstances and objectives. This information typically covers present and anticipated assets and liabilities, including insurance, savings, investments and anticipated retirement or other employee benefits.

Our financial planning typically includes general recommendations for a course of activity or specific actions that you should take. For example, recommendations may be made that the Clients obtain insurance or revise existing coverage, establish an individual retirement account, increase or decrease funds held in savings accounts or to invest funds in certain securities.

Other financial planning services that we may provide include ongoing financial counseling, account review, securities research and other advisory services related to investments.

Financial planning services to be provided to you will be outlined on the client agreement that you sign with us.

## Item 5: Fees and Compensation

### **EQUIS GROUP LLC FEE SCHEDULE**

You will pay a quarterly account fee, in arrears, based upon the market value of the assets held in your account on or about the last business day of the preceding calendar quarter. Your account fees are negotiable and will be debited from your account by our custodian.

Up to \$10,000,000 = 1.25% Amounts over \$10,000,000 = 1%

Additionally, separate account manager fees are as follows:

Tiers	Tier Chargeable Assets	Equity Strategy Tier Annual Rate	Fixed Income and Index-Based Equity Strategy Tier Annual Rate	ETF-Based Strategy Tier Annual Rate	Fixed Income Ladder Strategy Tier Annual Rate
1	First \$250,000	1.00%	0.65%	0.75%	0.35%
2	Next \$250,000	0.85%	0.65%	0.75%	0.35%
3	Next \$500,000	0.80%	0.60%	0.65%	0.35%
4	Next \$1 million	0.75%	0.55%	0.50%	0.30%
5	Next \$3 million	0.70%	0.50%	0.50%	0.30%
6	Amount over \$5 million	0.65%	0.45%	0.50%	0.25%

### **FINANCIAL PLANNING**

We offer financial planning services to meet a variety of Clients' goals including estate planning, retirement planning, college funding, and minimization of taxes and/or investment savings. We will develop financial plans for Clients based on the Clients' risk tolerance, age, income level, economic goals and/or any other elements outlined by the Client. Each financial plan developed by us will use strategies designed to achieve the Client's financial goals. The particular strategies selected to implement the plan may include formation of trusts or purchase of real estate and/or insurance products such as life insurance. We perform planning services only for our clients or prospective clients. There is no extra fee for the financial plan.

Please be aware that you are under no obligation to purchase products or services recommended by us in connection with our providing you with a financial plan.

**Additional Fees and Expenses:**

Mutual fund investments may be offered in smaller accounts and may be no-load or load at NAV. Your mutual fund may be subject to mutual fund management fees. These fees are in addition to the fees and expenses referenced above. Please review the mutual fund prospectus for full details.

There are additional fees relating to IRA and Qualified Retirement Plan accounts that you may incur such as maintenance and termination fees. You will find these fees disclosed in the account application paperwork provided to you associated with these accounts.

Please be aware that you are under no obligation to purchase products or services recommended by us or members of our Firm in connection with providing you with any advisory service that we offer.

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

We do not charge performance-based fees.

**Item 7: Types of Clients**

Our Clients consist of individuals, including high net worth individuals. The normal account minimums are as follows:

Third Party Advisory Services = Account minimums are disclosed in each respective managers Form ADV and associated paperwork which will be presented to you.

Equis Account Minimum= \$100,000

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

**Methods of Analysis:**

When analyzing investments that may be right for you, we use both Fundamental and Technical Analysis. Fundamental analysis is security analysis grounded in basic factors such as company earnings, balance sheet variables and management quality which are used to predict the future value of an investment. Information such as interest rates, GNP, inflation and unemployment may be used to predict the direction of the economy and therefore the stock market. Technical analysis is the practice of using statistics to determine trends in security prices and make or recommend investment decisions based on those trends. Technical analysis focuses on matters such as trade volume, demand, and volatility to help determine the market forces at work on a certain security or on the securities market as a whole.

## **Investment Strategies:**

Investment strategies are designed to satisfy a hierarchy of Client goals and objectives. First, a Client's need for short term cash flow and liquidity are considered. Appropriate investment vehicles and a cash reserve are recommended. Second, long-term growth needs combined with continuing liquidity needs are examined. Investments are selected which appear attractive for long-term growth and which are readily convertible to cash should circumstances warrant. Once these first two needs are satisfied, we generally advise the long-term purchase of investments to our Clients. Long-term purchases are typically defined as the purchase of securities held for at least a year.

In some cases, we recommend the purchase of other securities such as exchange traded funds (ETFs), stocks, bonds or CDs. Occasionally, we may recommend short-term purchases, which are typically defined as the selling of securities within one year of purchase.

## **Associated Risks:**

When using Fundamental Analysis, we generally rely on, among other things, the investment managers and ratings by third parties which are used to predict the future value of an investment. Data we review is generally considered reliable but we cannot guarantee nor have we verified its accuracy. In addition, the data that we review is sometimes subjective in nature and open to interpretation. Even if our data and interpretation of the data is correct, there may be other factors that determine the value of securities other than those considered in Fundamental Analysis.

When using Technical Analysis we review statistics to determine trends in security prices and make our investment decisions based on those trends. This analysis may only be able to predict how an investment will perform short-term. In addition, this analysis does not take into account, the more fundamental properties of what an investment may be worth such as company performance and balance sheet variables which may play a part in determining the value of an investment.

When pursuing our long-term purchases strategy, we are assuming the Financial Markets will go up in the long-term which may not be the case. There is also the risk that the segment of the market that you are invested in or perhaps just your particular investment will go down over time even if the overall Financial Markets advance. In addition, purchasing investments long-term may create an opportunity cost - "locking-up" assets that may be better utilized in the short-term in other investments.

We primarily recommend a balance portfolio to you. Investing involves the assumption of risk including:

- Manager Risk: which is the risk that an actively managed account's investment Advisor will fail to execute the manager's stated investment strategy.
- Market Risk: which is the risk that the Stock Market will decline, decreasing the value



of the securities contained within the managed account we recommend to you.

- Industry Risk: which is the risk that a group of stocks in a single industry will decline in price due to adverse developments in that industry, decreasing the value of investments that are significantly invested in that industry.
- Inflation Risk: which is the risk that the rate of price increases in the economy deteriorates the returns associated with the investment.

Investing in stocks involves the assumption of risk including:

- Financial Risk: which is the risk that the companies we recommend to you may perform poorly which will affect the price of your investment.
- Market Risk: which is the risk that the Stock Market will decline, decreasing the value of the securities we recommend to you with it.
- Inflation Risk: which is the risk that the rate of price increases in the economy deteriorates the returns associated with the stock.
- Political and Governmental Risk: which is the risk that the value of your investment may change with the introduction of new laws or regulations.

Investing in bonds involves the assumption of risk including:

- Interest Rate Risk: which is the risk that the value of the bond investments we recommend to you will fall if interest rates rise.
- Call Risk: which is the risk that your bond investment will be called or purchased back from you when conditions are favorable to the bond issuer and unfavorable to you.
- Default Risk: which is the risk that the bond issuer may be unable to pay you the contractual interest or principal on the bond in a timely manner or at all.
- Inflation Risk: which is the risk that the rate of price increases in the economy deteriorates the returns associated with the bond.

Using a short-term purchase strategy generally assumes that we can predict how Financial Markets will perform in the short-term which may be very difficult. There are many factors that can affect Financial Market performance in the short-term (such as short-term interest rate changes, cyclical earnings announcements, etc.) but may have a smaller impact over longer periods of times.

Listed above are some of the primary risks associated with the way we recommend investments to you, please do not hesitate to contact us to discuss these risks and others in more detail. In instances where we recommend that a third party manage your assets, please refer to the third party's ADV and associated disclosure documents for details on their investment strategies, methods of analysis and associated risks.

***Investing in securities involves risk of loss that you should be prepared to bear.***

## **Item 9: Disciplinary Information**

\*No Disciplinary Action

## **Item 11: Code of Ethics**

We have adopted a Code of Ethics (the “Code”) to address securities-related conduct. The Code focuses primarily on fiduciary duty, personal securities transactions, insider trading, gifts, and conflicts of interest. The Code includes our policies and procedures developed to protect your interests in relation to the following topics:

- The duty at all times to place your interests first;
- The requirement that all personal securities transactions be conducted in such a manner as to be consistent with the Code and to avoid any actual or potential conflict of interest or any abuse of an employee’s position of trust and responsibility;
- The fiduciary principle that information concerning the identity of your security holdings and financial circumstances are confidential; and
- The principle that independence in the investment decision-making process is paramount.

We will provide a copy of the Code to you or any prospective Client upon request.

We may recommend securities to you or buy or sell securities for your account at or about the same time we may buy or sell the same securities in our own account. As such, there may be instances where our interests may appear to be placed ahead of yours. To mitigate this conflict, our firm policy prohibits us from receiving a better price on our order, if you and we invest in the same security on the same side of the market on the same day.

## **Item 13: Review of Accounts**

Each investment advisory account is reviewed at the time a Client enters into a financial advisory agreement. Thereafter, managed accounts are reviewed at least quarterly. Other accounts are reviewed at least annually, depending on the needs and instructions of the Client. Significant market activity or account appreciation or depreciation generally will trigger a review. Transaction reviews occur on receipt by us of Client confirmation statements.

Investment advisory Clients will receive a written report relating to Equis Group's investment analysis or financial planning services. Reports to Clients with managed accounts will be prepared and sent quarterly containing current holdings and performance over a recent period of time. The frequency of reports to other Clients is determined by the needs and directions of the Client. Clients also receive account statements from Schwab Institutional on a periodic basis (usually monthly or quarterly) as established by Schwab Institutional.

### **Item 15: Custody**

Not applicable, we do not maintain custody of your assets. Your account assets are maintained at Schwab Institutional.

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

We may manage your accounts on a discretionary basis upon obtaining your consent. Your consent is typically granted and evidenced in the client agreement that you sign with us. We define discretion as: the ability to trade your account, without obtaining your prior consent, the securities and amount of securities to be bought or sold, and the timing of the purchase or sale. It does not extend to the withdrawal or transfer of your account funds.

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

We do not have the authority to vote proxies solicited by, or with respect to, the issuers of securities held in your account. Typically, proxy materials will be forwarded to you by our custodian. We will forward proxy materials that we may receive to you. Please contact us at any time with questions you may have regarding proxy solicitations.

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

In certain circumstances our Advisory Representatives may use investment discretion in your account, subject to your approval. We are well capitalized in full compliance with applicable regulations and do not foresee any financial conditions that may impair our fulfillment of reasonable obligations or contractual commitments to you.

### **Item 19: Requirements for State-Registered Advisors**

We are registered with the state of MO, SEC file# 132755