

Item 1 – Cover Page  
**FORM ADV PART 2A**

**LongView Wealth Management**  
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**January 2015**

**This brochure provides information about the qualifications and business practices of LongView Wealth Management. If you have any questions about the contents of this Brochure, please contact us at 404-843-3100 and/or [CBolton@longviewatlanta.com](mailto:CBolton@longviewatlanta.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about LongView Wealth Management also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for LongView Wealth Management is 136214.**

**Any references to LongView Wealth Management as a registered investment adviser or its related persons as registered advisory representatives do not imply a certain level of skill or training.**

## Item 2 - MATERIAL CHANGES

January 2015

Under Items 4 and 5 removed reference to use of Dunn Warren as a Third Party Managed Program.

Under Items 4 and 5 added disclosure for Retirement Plan Consulting services.

Item 5

CMAF (Cambridge Managed Account Program)

- Amended the maximum fee for managed portfolios over \$1,000,000 to 1%
- Amended the fee disclosures in subsection D to state fees will be charged on a quarterly cycle which may be either calendar quarter or every three months.

Amended the fee schedule for portfolios over \$1,000,000 to 1% under Asset Allocation Services.

August 2014

Item 4

Amended assets under management:

Previous as of March 31, 2013	\$286,232,000 discretionary	\$58,188,000 non-discretionary
Amended as of March 31, 2014	\$307,280,000 discretionary	\$67,157,000 non-discretionary

Item 5

Increased hourly from \$400 to \$500 per hour.

Amended the fee payment options for asset allocation services.

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At least annually, this section will discuss only specific material changes that are made to the Brochure and provide you with a summary of such changes. Additionally, reference to the date of the last annual update to this Brochure will be provided.

The material changes discussed above are only those changes that have been made to this brochure since the firm's last annual update of the brochure. The date of the last annual update of the brochure was August 2014.

In the past, we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our fiscal year, which is April 30th. We may further provide other ongoing dis-closure information about material changes as necessary.

## LongView Wealth Management

Additionally, we will further provide you with a new brochure as necessary based on change or new information, at any time, without charge.

Our brochure may be requested free of charge by contacting Cathy Bolton at 404-843-3100 and/or CBolton@longviewatlanta.com. Additional information about LongView Wealth Management is also available via the SEC's website [www.adviser.sec.gov](http://www.adviser.sec.gov). The website also provides information about any persons affiliated with LongView Wealth Management who are registered, or are required to be registered, as investment adviser representatives of LongView Wealth Management.

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## Item 4 - ADVISORY BUSINESS

LongView Wealth Management (hereinafter referred to as “LongView”) is an investment advisory firm offering a variety of advisory services customized to your individual needs.

- A. LongView was created in 1978. Wesley D Bigler is the CEO, and Larry Quinton Fisher is the President.
- B. LongView offers the following advisory services. Each of the services is more fully described below.
  - Asset Management
  - Financial Planning and Asset Allocation Services
  - Analysis, Recommendation and Monitoring of Third Party Managed Programs
- C. LongView tailors the advisory services it offers to your individual needs. You may impose restrictions and/or limitations on the investing in certain securities or types of securities. LongView will ask you to complete a fact finder or data gathering questionnaire to assist LongView with obtaining information about your financial situation and history. Additionally, LongView will meet with you and conduct an interview and data gathering session to continue the due diligence process. The information gathered by LongView will assist LongView to provide you with the requested services and customize the services to your financial situation. Depending on the services you have requested, LongView will gather various financial information and history from you including, but not limited to:
  - Retirement and financial goals
  - Investment objectives
  - Investment horizon
  - Financial needs
  - Cash flow analysis
  - Cost of living needs
  - Education needs
  - Savings tendencies
  - Other applicable financial information required by LongView in order to provide the investment advisory services requested.

Prior to the initial meeting, a marketing pack is typically sent to the client which includes a Fact Finder and an Investment Policy Questionnaire (IPQ). If after first meeting the client agrees to proceed, the client fills out the Fact Finder, and the IPQ. These would be submitted to us, and an Investment Policy Statement is agreed upon. The next meeting would include a Proposal and Recommendations. The final meeting would be after the transition, to make sure everything was implemented. Depending on the client's needs, the number of meetings will vary. These meetings may happen in person or over the telephone. Depending on the client's needs, software would include Interactive Advisory Software (IAS), and/or Morningstar.

## LongView Wealth Management

- D. LongView participates in two wrap fee program (i.e CMAP (Cambridge Managed Account Platform) which is offered as wrap fee program or a non-wrap program. Additionally, LongView offers a wrap program sponsored by Envestnet.

The CMAP and Envestnet programs are more fully described below. The level and type of management does not differ whether you are placed in a wrap or non-wrap program. The difference is in how you pay and how costs are allocated to you. LongView's Advisory Representatives are the portfolio managers. The wrap fee will be allocated to the program sponsor, LongView and to your Advisory Representative.

- E. As of March 31, 2014, we have approximately \$307,280,000 of client assets under our discretionary management and approximately \$67,157,000 million of non-discretionary client assets under management.

### **Asset Management Services**

#### **CMAP (Cambridge Managed Account Program)**

LongView utilizes an investment management program through Cambridge Investment Research, Inc. ("Cambridge"), registered broker-dealer, member Financial Industry Regulatory Authority ("FINRA"), and Securities Investor Protection Corporation ("SIPC"), called Cambridge Managed Account Program ("CMAP"). CMAP enables LongView and its Advisory Representative to actively manage client investment portfolios in accordance with the client's individual needs, objectives and risk tolerance, utilizing various investment products.

As stated above, CMAP is available as a wrap or non-wrap program. However, generally, LongView only offers the program as a wrap program.

CMAP accounts are managed by LongView on a discretionary or non-discretionary basis as agreed to between the client and the Advisory Representative. Accounts managed on a discretionary basis will give LongView the authority to determine the securities to be purchased and sold in the account and alter the securities holdings from time to time, without prior consultation with you. Discretionary authority will be granted by you to LongView by execution of the Client Agreement. If you elect to have your accounts managed on a nondiscretionary basis, no changes will be made to the allocation of your account without prior consultation with you and your expressed agreement.

Accounts are custodied, by selection of Adviser, at Pershing, LLC ("Pershing") or National Financial Services, LLC ("NFS"), both broker-dealers and members of the New York Stock Exchange ("NYSE"). Clients should be aware that by using Pershing or NFS, client may pay higher account related fees and execution charges than if LongView had selected another clearing firm. There is no affiliation between LongView and Pershing and NFS.

Alternatively, clients may establish an account through Envestnet and engage LongView to manage the client's account on a discretionary basis. See Envestnet disclosure below.

## LongView Wealth Management

LongView primarily uses open-ended mutual funds and uses no-load and load waived or mutual funds purchased at net asset value (NAV). However, managed accounts are not exclusively limited to mutual funds and may include stocks and bonds which are typically transferred or requested by you and exchange traded funds (ETFs).

The CMAP Program may be offered as a wrap and non-wrap program. A wrap program is where the client will pay one fee and the fee will cover LongView's advisory fee and any transaction charges. In a non-wrap program the client will pay LongView an advisory fee and will be assessed transaction fees for transactions, unless no transaction fee funds are utilized. Clients are advised that typically a wrap program is more expensive since LongView will need to charge a higher fee to cover any transaction expenses. Whether you select a wrap option or non-wrap, the management services will be the same. The difference is in how you pay. Actively traded accounts may be more suitable for a wrap program, depending on the number of no transaction fee funds utilized.

Client accounts holding class C shares may be held in the CMAP account and managed, however class C shares will be excluded from the fee calculation.

Clients are advised that transactions in the account, account reallocations and rebalancing may trigger a taxable event for the client, with the exception of IRA accounts and 403(b) accounts and other qualified retirement accounts.

### **Envestnet (Adviser as Portfolio Manager)**

**For more details about the Envestnet Program, please refer to the Envestnet Asset Management, Inc. Form ADV Part 2A Appendix 1 (Wrap Program Brochure).**

Clients may establish an account through Envestnet and engage LongView to manage the client's account on a discretionary basis. Accounts managed on a discretionary basis will give LongView the authority to determine the securities to be purchased and sold in the account and alter the securities holdings from time to time, without prior consultation with you. Discretionary authority will be granted by you to LongView by execution of the Client Agreement. If you elect to have your accounts managed on a nondiscretionary basis, no changes will be made to the allocation of your account without prior consultation with you and your expressed agreement.

Accounts are custodied, by selection of Adviser, at Pershing, LLC ("Pershing") or National Financial Services, LLC ("NFS"), both broker-dealers and members of the New York Stock Exchange ("NYSE"). Clients should be aware that by using Pershing or NFS, client may pay higher account related fees and execution charges than if LongView had selected another clearing firm. There is no affiliation between LongView and Pershing and NFS.

LongView primarily uses open-ended mutual funds and uses no-load and load waived or mutual funds purchased at net asset value (NAV). However, managed accounts are not exclusively limited to mutual funds and may include stocks and bonds which are typically transferred or requested by you and exchange traded funds (ETFs).



## LongView Wealth Management

The Envestnet Program is a wrap program. A wrap program is where the client will pay one fee and the fee will cover LongView's advisory fee and any transaction charges. In a non-wrap program the client will pay LongView an advisory fee and will be assessed transaction fees for transactions, unless no transaction fee funds are utilized. Clients are advised that typically a wrap program is more expensive since LongView will need to charge a higher fee to cover any transaction expenses. Whether you select a wrap option or non-wrap, the management services will be the same. The difference is in how you pay. Actively traded accounts may be more suitable for a wrap program, depending on the number of no transaction fee funds utilized.

Clients are advised that transactions in the account, account reallocations and rebalancing may trigger a taxable event for the client, with the exception of IRA accounts and 403(b) accounts and other qualified retirement accounts.

### **Cambridge Asset Allocation Program ("CAAP")**

LongView utilizes a wrap fee program known as the Cambridge Asset Allocation Program ("CAAP"). IARs of LongView act in a solicitor capacity.

CAAP is sponsored by Cambridge Investment Research Advisors, Inc, a federally registered investment adviser. CAAP offers Advisers the ability to select one or more of the CAAP strategies (described in the CAAP Wrap Fee Brochure). Using risk tolerance information provided by the client, the Adviser will recommend a portfolio based on one of several asset allocation models designed to meet the individual client's financial needs, investment objectives, time horizon, and risk tolerance. Portfolios comprised of load-waived mutual funds, no-load mutual funds, sector funds, inverse index funds, leveraged index funds or exchange traded funds ("ETF") (referred to collectively as either "Fund" or "Funds"), are selected through a comprehensive due diligence process by consultants selected by, but not affiliated with, CIRA. Consultants who are registered Investment Advisers select Funds using a screening process that looks at various investment criteria, including risk-adjusted performance, management continuity, portfolio composition, investment style, expense structure, turnover rate, asset growth rate, asset size, and various risk measurements.

National Financial Services ("NFS"), Pershing, LLC ("Pershing") or Marshall & Ilsley Trust Company N.A ("M&I") are utilized as the qualified custodians for all CAAP accounts.

Within CAAP, CIRA has arrangements with Litman/Gregory Asset Management, LLC, Vanguard, John Hancock, The Institute for Wealth Management, Rogerscasey, Dorsey Wright & Associates, First Quadrant, Symmetry Partners, and Russell Investment Group ("Consultants") to provide consulting services in connection with the creation of asset allocation models and the selection of portfolios of funds, taking into consideration the client's investment objectives, financial situations, risk tolerance, and reasonable investment guidelines established by the client. Consultants and/or portfolio strategists may select their own proprietary funds to be held in client's portfolio. This creates a conflict of interest in that Consultants will receive separate and customary income when proprietary funds are selected for client's portfolio.

A full and complete description of CAAP is provided in the CAAP Wrap Fee Brochure. All investors participating in CAAP will be provided with, and should review, the CAAP Wrap Fee Brochure prior to investing.

### **Initial and/or Periodic Financial Planning and Asset Allocation Services**

Initial and/or Periodic Financial Planning Advisory Services include the initial writing and formulation of a personal financial plan. Services may be inclusive or limited, as agreed.

Periodic Financial Planning Advisory Services include the design, construction, asset allocation, implementation, and monitoring of investment portfolios.

Miscellaneous Services include evaluation, analysis, and recommendations concerning specific, isolated financial planning problems or investment decisions.

LongView furnishes financial planning advice by way of incidental consultations. These consultations may contain advice about securities and are not included in any manner described above.

Asset allocation services include the design, construction of an asset allocation and periodic monitoring of the account. If LongView or your LongView Advisory Representative is not the representative of record on the account, the client will be responsible for implementation. Further, unless duplicate statements and confirmation can be sent by the account custodian to LongView it will be the client's responsibility to provide at least quarterly statements to LongView. These services are periodic and are not meant to be considered or held out as continuous and ongoing asset management services. Advice will be upon the request of the client or as a result of a market event.

The above services may be combined. All of our services are rendered on a best efforts basis. Our advice will be based on information, documents, and risk guidelines which clients provide.

During the financial planning process, LongView works with clients to define personal goals, evaluate existing financial circumstances and develop coordinated strategies to meet financial objectives. The client may, at his or her discretion, choose to implement the plan with LongView. Implementation of the plan requires LongView to work closely with the client's attorney, accountant, banker, or other trusted financial advisors. Finally, LongView can work with the client to review and update their plan on a regular basis.

The Financial Plan includes written presentation of client objectives and goals, a summary of assumptions used in preparing financial analyses, a summary of significant events occurring during the planning period, a discussion addressing each of the client's objectives, and assessing his or her ability to achieve each goal, and recommendations detailing the steps the clients must take to achieve the financial objectives.

Financial analyses are devised in applicable areas of tax planning, budgeting, children's education, retirement planning, insurance and disability protection, estate planning, investments and business planning.

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Financial planning services are based on the client's financial situation at the time and are based on financial information disclosed by the client to Adviser. Clients are advised certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. However, past performance is in no way an indication of future performance. Adviser cannot offer any guarantees or promises that client's financial goals and objectives will be met. Further, client must continue to review any plan and update the plan based upon changes in the client's financial situation, goals, or objectives or changes in the economy. Should client's financial situation or investment goals or objectives changes, clients must notify Adviser promptly of these changes.

Once client receives written recommendations, it is client's decision alone to implement the recommendations, either completely, in part, or not at all.

### **Third Party Managed Programs**

LongView and its Advisory Representative(s) may also provide asset allocation advice through various third party fund management programs, such as:

- Cambridge Asset Allocation Program ("CAAP")
- Potomac Fund Management
- Curian Capital, LLC
- SEI Investments Management Corporation
- Other managers, based on client's individual personal and financial goals, investment objectives and risk tolerance.

Dependent on the individual agreements with the program sponsors as well as information provided by client, Advisory Representative will assist the client in selecting a suitable investment portfolio and asset allocation strategy that will be used by the program sponsor to properly allocate the client's assets in the investment portfolio. Advisory Representative may provide initial and ongoing client education concerning the asset allocation strategy selected by client, explain rebalancing guidelines utilized with the investment allocation strategy selected and meet with client periodically to discuss changes in client's investment objectives and risk tolerance. The investment portfolio will be created by the program sponsor, which typically determines the funds included in the portfolio it creates, the specific asset allocations within each portfolio, and also rebalances the portfolio periodically. The program sponsor may also change, on a periodic basis, the relative allocations among funds in the portfolio.

The third party will generally determine the minimum investment amount for client participation. Disclosure of the third party manager's minimum account requirements will be disclosed in the third party manager's disclosure brochure.

Clients are advised that third party managed programs may be more or less expensive than if the client obtained services directly from the third party manager or obtained services separately.

It is important to read the third party manager's Disclosure Brochure before entering into a third party program.

## **Retirement Plan Consulting**

We offer retirement consulting services to employee benefit plans and their fiduciaries. Retirement consulting services will consist of general or specific advice, and may include any one or all of the following:

1. Platform Provider Search and Plan Set-up
2. Strategic Planning and Investment Policy Development/Review.
3. Plan Review.
4. Plan Fee and Cost Review.
5. Acting as Third Party Service Provider Liaison.
6. Assessment of Plan Investments and Investment Options.
7. Plan Participant Education and Communication.
8. Investment Advice to Participants.
9. Plan Benchmarking
10. Plan Conversion to New Vendor Platform
11. Assistance in Plan Merger
12. Legislative and Regulatory Updates; Plan Corrections

We will determine with the Company in advance the scope of services to be performed and the fees for all requested services. Prior to engaging us to provide consulting services, the Company will be required to enter into a written agreement with us setting forth the terms and conditions of the engagement, describing the scope of the services to be provided, and the relevant fees and fee paying arrangements. We will also provide additional disclosures about our services and fees, where required by ERISA.

When we perform our agreed upon services, we will not be required to verify the accuracy or consistency of any information received from the Company.

We will serve in a nondiscretionary ERISA fiduciary capacity with respect to some but not all of the services that we provide. The Company is always free to seek independent advice about the appropriateness of any recommendations made by us.

## **Divorce Planning (Consulting)**

Certain Advisory Representatives offer divorce-consulting services. Services will include, but will not be limited to: summary of income and expenses (pre and post divorce), summary of present financial position (community and separate property), options regarding division of property, projected net worth (post divorce), projected cash flow (post divorce), recommended financial plan, expert witness regarding financial matters, all post divorce services related to the divorce.

## **General Information**

You are advised the investment recommendations and advice offered by LongView are not legal advice or accounting advice. You should coordinate and discuss the impact of financial advice with your

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attorney and/or accountant. You are advised that it is necessary to inform LongView promptly with respect to any changes in your financial situation and investment goals and objectives. Failure to notify LongView of any such changes could result in investment recommendations not meeting your needs.

Advisory Representatives may recommend to clients the use of various share classes of mutual funds. Advisory Representatives may receive a combination of commissions plus an advisory fee. Generally, clients selecting class C shares will not pay an advisory fee in addition to the compensation Advisory Representative will receive from class C share mutual funds.

Clients are advised of the following:

1. Class A shares have lower internal expenses and may offer discounts depending on the amount client has invested in the fund family.
2. B shares have higher internal expenses than A shares and do not offer a discount for large purchases. Clients will generally pay a contingent deferred sales charge if client liquidates the fund within 5 to 7 years. B shares convert to A shares generally in 5 to 7 years.
3. C shares have higher internal expenses compare to A and B shares. C shares typically do not convert to A shares and do not offer discounts for large purchases. C shares generally assess a contingent deferred sales charge for the first year is the fund is liquidated.

Disclosure of the costs and expenses of various share classes is contained in the prospectus. Clients should read the prospectus prior to investing.

The cost to the client will vary depending on the type of share class of mutual funds purchased, size of the investment, amount of trading, and amount of service requested by the client. Clients are advised that clients will continue to pay internal expenses of the mutual fund even after the termination of the advisory agreement.

There is no assurance that the level of experience and service each individual Financial Planner provides is uniform. LongView clients may pay more or less for the same service due to the experience, amount of work done and sophistication of its Financial Planner.

## **Item 5 - FEES AND COMPENSATION**

### **Asset Management Services**

#### **CMAF (Cambridge Managed Account Program)**

- A. Fees are negotiable and are not based on a share of capital gains upon or capital appreciation of the funds or any portion of the funds. Fees may vary from client-to-client and are detailed on the Client Agreement provided to the client. Fees vary based on the complexity of the services, number of meetings, and the Advisory Representative.

Clients are advised LongView has several Advisory Representatives who are independent contractors. The Advisory Representatives may not charge an advisory fee in excess of the fee schedule disclosed below. However, each Advisory Representative determines the fee to the

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client. Therefore, depending on the Advisory Representative selected by the client, the client may pay more or less than another client serviced by another Advisory Representative. Your Advisory Representative has an incentive in the advisory fee paid by the client since the Advisory Representative will receive a portion of the advisory fee collected by LongView.

You may make additions to the Account or withdrawals from the Account, provided the Account continues to meet minimum account size requirements. No fee adjustments will be made for Account appreciation or depreciation. No fee adjustments will be made for additional deposits to or partial withdrawals from the client's portfolio during a period for assets held in the CMAP program. Portfolio is defined as all accounts of a client under management. Therefore, if a client opens a new account under management or closes an account under management, there will be no fee adjustment during the quarter.

Advisory Representatives may choose to aggregate all of a client's managed accounts together to determine the fee breakpoint based on the schedule. Thus, all accounts will pay the same fee. Alternatively, Advisory Representatives may choose to charge a fee based on the value of each account under management. Therefore, clients may pay a different fee on each account based on the account value.

LongView may change the above fee schedule upon 30-days prior written notice to you.

### CMAP Program Fees\*

FROM	TO	MAXIMUM CLIENT FEE
\$0	\$100,000	1.75%
\$100,001	\$250,000	1.50%
\$250,001	\$500,000	1.25%
\$500,001	\$1,000,000	1.20%
\$1,000,001	and higher	1.00%

\*Fees may be a flat fee based on the value of the client's managed portfolio or per account size or may be tiered. Clients on a tiered fee schedule will pay a fee based on each level outlined above (e.g. a \$1,000,000 account will pay up to 1.75% on the first \$100,000, 1.50% on the next \$150,000, 1.25% on the next \$250,000 and 1.20% on the remaining \$500,000).

- B. Advisory fees will generally be collected directly from your account, provided you have given LongView written authorization. You will be provided with an account statement reflecting the deduction of the advisory fee direct from the account custodian. If the Account does not contain sufficient funds to pay advisory fees, LongView has limited authority to sell or redeem securities in sufficient amounts to pay advisory fees. You may reimburse the account for advisory fees paid to LongView, except for ERISA and IRA accounts.
- C. In addition to the advisory fees set forth above, account maintenance fees, custodial fees, and retirement fees for maintaining their portfolio. LongView does not share in any portion of these fees. However, the CMAP Program may be offered as a wrap account whereby the client will not be assessed transactions charges. Instead, the client will pay one all-inclusive fee that includes LongView's fee and LongView will pay any transaction fees. Further, there may be an

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incentive for LongView to limit transactions to no transaction fee funds in an effort to reduce LongView's costs.

Additionally, wrap accounts will be charged transaction fees for any unsolicited transaction (i.e. transactions requested by the client).

Transaction charges will be assessed on those accounts participating in a non-wrap account.

Additionally, you may pay your proportionate share of the fund's management and administrative fees and sales charges as well as the mutual fund adviser's fee of any mutual fund they purchase. Such advisory fees are not shared with LongView and are compensation to the fund-manager. You should read the mutual fund prospectus prior to investing.

- D. Advisory fees are charged on a quarterly basis in advance or in arrears, depending on the Advisory Representative and as negotiated with the client. Quarterly periods may be on a calendar year basis or every three months starting on cycle as agreed between client and advisory representative. Fees for partial quarters (i.e. accounts established or closed during a quarterly period) will be charged a prorated portion of the fee for the quarter. In cases where fees are charged in advance, the initial fee will be based on the value of the account upon establishment and will be prorated based on the number of days remaining in the quarterly period. In cases where the fee is charged in arrears, the initial fee will be a prorated fee based on the number of days the account was under management and based on the value of the account as of the last business day of the quarter. Thereafter the fees will be calculated based on the value of the account on the last business day of the just completed quarterly period.

A set-up fee not to exceed one percent (1%) of the initial account value may be charged. The set-up fee will be billed in full along with the first quarter fee. The set-up fee is negotiable.

- E. You are advised Advisory Representatives of LongView are dually registered representatives of Cambridge Investment Research, Inc. ("Cambridge"), a registered broker/dealer, member of the Financial Regulatory Association (FINRA) and SIPC. Advisory Representatives of LongView who are Registered Representative may receive trail commissions (i.e. 12b-1 fees) for a period of time as a result of directing securities transactions through Cambridge. Load and no-load mutual funds may pay annual distribution charges, sometimes referred to as 12b-1 fees. 12b-1 fees come from fund assets, therefore, indirectly from your assets. 12b-1 fees may be initially paid to Cambridge and a portion passed to the Advisory Representatives. The receipt of such fees could represent an incentive for the Advisory Representatives to recommend funds with 12b-1 fees over funds that have no fees or lower fees. As a result, there is a potential conflict of interest.

As stated above, LongView recommends mutual funds that pay 12b-1 fees and no-load funds.

You may purchase the securities recommended by LongView directly or through other brokers or agents not affiliated with LongView.

### Termination Provisions

For the above services, client may terminate LongView's engagement within five business days following receipt of Part 2 of Form ADV and receive a full refund of all prepaid fees paid to

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LongView. Thereafter, client may terminate upon LongView's receipt of client's written notice to terminate and receive a pro rata portion of the prepaid advisory fee based upon the time remaining under the Client Agreement from the date of receipt of client's written notice to terminate to the end of the quarterly period. Clients who are paying in arrears will be charged a prorated fee for the quarter up to the date of receipt of client's written notice to terminate.

### **Envestnet (Adviser as Portfolio Manager)**

**For more details about the costs associated with the Envestnet Program, please refer to the Envestnet Asset Management, Inc. Form ADV Part 2A Appendix 1 (Wrap Program Brochure).**

- A. Fees are negotiable and are not based on a share of capital gains upon or capital appreciation of the funds or any portion of the funds. Fees may vary from client-to-client and are detailed on the Client Agreement provided to the client. Fees vary based on the complexity of the services, number of meetings, and the Advisory Representative.

Clients are advised LongView has several Advisory Representatives who are independent contractors. The Advisory Representatives may not charge an advisory fee in excess of the fee schedule disclosed below. However, each Advisory Representative determines the fee to the client. Therefore, depending on the Advisory Representative selected by the client, the client may pay more or less than another client serviced by another Advisory Representative. Your Advisory Representative has an incentive in the advisory fee paid by the client since the Advisory Representative will receive a portion of the advisory fee collected by LongView.

You may make additions to the Account or withdrawals from the Account, provided the Account continues to meet minimum account size requirements. No fee adjustments will be made for Account appreciation or depreciation. Fee adjustments will be made in accounts through the Envestnet program if the amount of the partial deposit is over \$10,000, the account will be charged a prorated portion of the fee for the calendar quarter. If the amount of the partial withdrawal is over \$10,000, the account will be credited a prorated portion of the fee for the calendar quarter.

Advisory Representatives may choose to aggregate all of a client's managed accounts together to determine the fee breakpoint based on the schedule. Thus, all accounts will pay the same fee. Alternatively, Advisory Representatives may choose to charge a fee based on the value of each account under management. Therefore, clients may pay a different fee on each account based on the account value.

LongView may change the fee schedule upon 30-days prior written notice to you.



## LongView Wealth Management

### Envestnet (Adviser as Portfolio Manager) Fees

Breakpoint	Sponsor Fee	Total Fee
Up to \$250,000	0.20%	2.50%
\$250,000 to \$500,000	0.20%	2.50%
\$500,000 to \$1,000,000	0.15%	2.50%
\$1,000,000 to \$2,000,000	0.11%	2.50%
\$2,000,000 to \$5,000,000	0.11%	2.50%
Above \$5,000,000	0.11%	2.50%

Minimum Annual Sponsor Fee the higher of \$125 or grid above. **LongView's fee is the difference between the total fee minus the sponsor fee.** Therefore, as the account grows and the sponsor fee decreases, Adviser's fee increases. Furthermore, client may pay a flat fee or a tiered/breakpoint fee. Under no circumstances shall a client pay more than 2.50% when calculating Sponsor's fee and LongView's fee. However, in addition to the fee paid to Sponsor (Envestnet Asset Management and LongView, the wrap fee will include a custody fee and the fee paid to Sub-Managers or Model Providers. **As referenced above, it is important clients refer to the Envestnet Asset Management Form ADV Part 2A Appendix 1 (Wrap Brochure) for complete disclosure relating to the costs of the program.**

- B. Advisory fees will generally be collected directly from your account, provided you have given written authorization. You will be provided with an account statement reflecting the deduction of the advisory fee direct from the account custodian. If the Account does not contain sufficient funds to pay advisory fees, LongView has limited authority to sell or redeem securities in sufficient amounts to pay advisory fees. You may reimburse the account for advisory fees paid to LongView, except for ERISA and IRA accounts.
- C. The Envestnet program is a wrap account. In addition to the advisory fees set forth above, client may be assessed account maintenance fees, custodial fees, and retirement fees for maintaining their portfolio. LongView does not share in any portion of these fees.

Additionally, you may pay your proportionate share of the fund's management and administrative fees and sales charges as well as the mutual fund adviser's fee of any mutual fund they purchase. Such advisory fees are not shared with LongView and are compensation to the fund-manager.

- D. Advisory fees are charged on a calendar quarterly basis in advance. Fees for partial quarters (i.e. accounts established or closed during a calendar quarter) will be charged a prorated portion of the fee for the calendar quarter. The initial fee will be based on the value of the account upon establishment and will be prorated based on the number of days remaining in the calendar quarter. Thereafter the fees will be calculated based on the value of the account on the last business day of the just completed calendar quarter.

## LongView Wealth Management

- E. Advisory Representatives of LongView are dually registered representatives of Cambridge Investment Research, Inc. (“Cambridge”), a registered broker/dealer, member of the Financial Regulatory Association (FINRA) and SIPC. Advisory Representatives of LongView who are Registered Representative may receive trail commissions (i.e. 12b-1 fees) for a period of time as a result of directing securities transactions through Cambridge. Load and no-load mutual funds may pay annual distribution charges, sometimes referred to as 12b-1 fees. 12b-1 fees come from fund assets, therefore, indirectly from your assets. 12b-1 fees may be initially paid to Cambridge and a portion passed to the Advisory Representatives. The receipt of such fees could represent an incentive for the Advisory Representatives to recommend funds with 12b-1 fees over funds that have no fees or lower fees. As a result, there is a potential conflict of interest.

As stated above, LongView recommends mutual funds that pay 12b-1 fees and no-load funds.

You may purchase the securities recommended by LongView directly or through other brokers or agents not affiliated with LongView.

### Termination Provisions

For the above services, client may terminate LongView’s engagement within five business days following receipt of Part 2 of Form ADV and receive a full refund of all prepaid fees paid to LongView. Thereafter, client may terminate upon LongView’s receipt of client’s written notice to terminate and receive a pro rata portion of the prepaid advisory fee based upon the time remaining under the Client Agreement from the date of receipt of client’s written notice to terminate to the end of the calendar quarter. Clients who are paying in arrears will be charged a prorated fee for the quarter up to the date of receipt of client’s written notice to terminate.

### **Cambridge Asset Allocation Program (“CAAP”)**

The standard annual management fee (“account fee”) schedule for CAAP accounts is the first \$250,000 1.90%; the next \$250,000 1.75%; the next \$500,000 1.55%; and all above \$1,000,000 1.25%.

All account fees and program fees are negotiable and subject to discounts on an Advisory Representative-by Advisory Representative basis or account-by-account basis. These discounts may be a consideration for the Advisory Representative when choosing a program to recommend. A trading and processing fee or annual maintenance fee may also be assessed to CAAP accounts. These fees are detailed in Form ADV Appendix 1. Premier CAAP accounts’ annual management fee utilizes either the tiered fee schedule or a Flat Fee not to exceed 1.90%. The account fee is a maximum combined fee charged to client and shared by LongView and the Advisory Representative of record.

### **Initial and/or Periodic Financial Planning and Asset Allocation Services**

You are advised that fees for planning and asset allocation services are strictly for planning services. Therefore, you may pay fees and/or commissions for additional services obtained such as asset management or products purchased such as securities or insurance.

## LongView Wealth Management

Fees are negotiable. Your fees will be dependent on several factors including time spent with LongView, number of meetings, complexity of your situation, amount of research, services requested and staff resources.

A- *Initial Financial Planning and Periodic Financial Planning Services* can be charged as follows: (a) minimum fees are \$1,000 for inclusive planning and \$500 for limited areas of concern and (b) miscellaneous advice is up to \$500 per planner hour billed monthly. Fixed fees will not exceed \$15,000. Actual fees are based upon the services requested by the client, the complexity of the client's situation, and the amount of time required to provide the services. Further, advisory fees may vary based on the Advisory Representative and their experience. Therefore, clients are advised certain Advisory Representatives of LongView may charge more or less than the fee quoted to the client. At the time the client executes the advisory agreement, a fee for the advisory services will be quoted.

In order to begin the initial financial planning process, client will be required to pay a deposit in the amount of ½ of the initial advisory fee agreed upon by client. At presentation of the financial plan client will be required to pay the remaining balance of the advisory fee. Advisory representative may negotiate with the client that the remaining balance may be waived if client implements recommendations with the Advisory Representative

Hourly fees are billed monthly in arrears based on time spent.

### B- *Asset Allocation Services*

Client will pay for financial planning services in accordance with the fee schedule for "Initial Financial Planning" above. Asset allocation services are charged based on one of the options (Option A or Option B) disclosed below and selected by the client. The annual fee is determined and calculated as of the date of execution of the agreement or as agreed by the client and LongView.

Option A – The annual fee will determined based on a percentage fee based on the value of the account for which monitoring and asset allocation services are being provided and divided by four. The fee is paid quarterly in advance in equal installments. The annual fee will be adjusted each year thereafter based on the value of the account on the anniversary date, which is the date of execution of the Agreement between client and LongView or a date as agreed between LongView and the client.

From	To	Maximum Client Fee
\$0	\$250,000	1.50%
\$250,001	\$500,000	1.25%
\$500,001	\$1,000,000	1.00%
\$1,000,001	and higher	1.00%

Client will pay the fee in accordance with one of the following fee methods:

## LongView Wealth Management

### Option B – Flat Fee

A flat fee not to exceed \$15,000. Actual fees are based upon the services requested by the client, the complexity of the client's situation, and the amount of time required to provide the services. At the time the client executes the advisory agreement, a fee for the advisory services will be quoted. A flat dollar fee in lieu of a percentage fee may be proposed where the assets are expected to vary greatly over the period of the agreement. A flat fee can be inclusive of periodic planning and asset allocation services.

The fee will be payable every three months in advance in equal installments.

### Termination Provisions

Client may terminate advisory services obtained from LongView, without penalty, upon written notice within five (5) business days after entering into the advisory agreement with LongView. Thereafter, client may terminate upon LongView's receipt of client's written notice to terminate and receive a pro-rata portion of the advisory fee based upon the time remaining under the Client Agreement.

### **Third Party Managed Programs**

LongView is compensated for its services as it relates to the 3<sup>rd</sup> Party Managed Programs as follows:

#### Potomac Fund Management

Client fees are payable quarterly, in advance, based on assets under management as follows: the first \$100,000 2.5%, the next \$400,000 2.0% the next \$500,000 1.75%, over \$1,000,000 1.25%. LongView's fee is 45% of the total fee charged by Potomac Fund Management.

#### Curian Capital, LLC

LongView acts in the capacity as a solicitor on behalf of Curian Capital. Curian Capital has agreed to share a portion of the advisory fee billed and collected from clients participating in its advisory program with LongView. LongView will be paid a fee not to exceed 1.50%. The cost of the Curian Capital advisory program may be higher than if obtained through another investment adviser or advisory representative since the advisory representative determines the amount of the solicitor fee up to a maximum of 1.5%.

#### SEI Investments Management Corporation

LongView's fee will be in accordance with the fee schedule below. The fee will be calculated and determined by SEI Investments Management Corporation and will be paid to LongView in arrears of each calendar quarter.

FROM	TO	MAXIMUM CLIENT FEE
\$0	\$100,000	1.75%
\$100,001	\$250,000	1.50%
\$250,001	\$500,000	1.25%
\$500,001	\$1,000,000	1.20%
\$1,000,001	and higher	0.85%

## **Retirement Plan Consulting**

### **First Mercantile**

LongView provides investment advisory services to employee-directed pension, profit sharing and 401(k) plans through a collective investment trust fund established and maintained by First Mercantile Trust Company ("First Mercantile"). First Mercantile serves as trustee, custodian and investment agent to tax-qualified employee benefit plans, and LongView acts as the Servicing Firm, referring tax-qualified plans to First Mercantile for establishment of a trust, custodial or other fiduciary relationship with First Mercantile. LongView will provide assistance with various services to the Plan including, but not limited to, explanations and analysis of collective fund requirements, reviews of collective fund reports, assistance in completing documentation and other services, which may be requested by First Mercantile. LongView shall not be involved with the sale or purchase of investments managed through the First Mercantile platform.

First Mercantile pays LongView a fee based upon a percentage of the fee charged by First Mercantile to the Plan. These fees are disclosed by First Mercantile, and may vary depending on the mix of investment vehicles chosen by Plan.

## **Divorce Planning (Consulting)**

Client agrees to pay LongView a retainer upon the execution of the Divorce Planning Services Agreement. The retainer will be applied to the full and final fee incurred by the Client. Generally the retainer is \$2,500. Compensation to LongView will be at a rate of four hundred (\$400) dollars per hour for Advisory Representative's services and one hundred fifty (\$150) dollars per hour for administrative time. Hourly fees are negotiable. The fee includes any and all time spent by Advisory Representative related to his or her divorce consultation services. Client will be billed monthly or quarterly at LongView's discretion commencing 30 days after the execution of the Divorce Planning Services Agreement and/or payment of the retainer described above. Clients may have the option to facilitate payment by credit card. Any payments not received by LongView within 30 days of billing will accrue interest at a rate of 12% per year. Client will also be responsible for all reasonable costs associated with LongView's and Advisory Representative's representation.

The term of this Agreement will be for an initial period of one year. In the event neither party gives the other written notice within sixty (60) days of the expiration of said initial one year term, the Agreement will be renewed for an additional term and successive terms of one year each, upon the same terms and conditions outlined above for termination and upon all of the terms and conditions of this Agreement. Clients may terminate advisory services with 5 business days of execution of the advisory agreement. Thereafter, client may terminate upon LongView's receipt of client's written notice to terminate. Client will be responsible for all time spent by LongView. Any refund of prepaid fees will be calculated based on time spent multiplied by the hourly rate subtracted from the retainer.

## **Item 6 - PERFORMANCE-BASED FEES AND SIDE BY SIDE MANAGEMENT**

This section is not applicable to LongView since LongView does not charge performance based fees.

## **Item 7 - TYPES OF CLIENTS**

LongView's services are geared toward individuals both high net worth (i.e. clients with a net worth of \$2,000,000) and other than high net worth, pension and profit sharing plans, and corporations or other businesses.

LongView generally requires a minimum amount of assets be deposited to an account for the purpose of obtaining asset management services through the CMAP and/or Envestnet Program. LongView will generally require you to deposit a minimum of \$50,000 (cash or securities) for the CMAP Program and \$10,000 for the Envestnet Program. However, under certain circumstances, LongView may waive the minimum account size requirement and accept accounts less than the stated minimums. Such circumstances may include but not be limited to additional assets will soon be deposited or you have other accounts under management with LongView. You are advised performance may suffer due to difficulties with diversifying smaller accounts and due to risk controls potentially being compromised. Performance of smaller accounts may vary from the performance of accounts with more dollars invested due to fluctuations in the market may affect smaller accounts more and the effects of compounding may be greater in larger accounts.

## **Item 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

- A. LongView conducts economic analysis and attempts to analyze and determine the trends. Additionally, LongView conducts fundamental analysis. Fundamental analysis generally involves assessing a company's or security's value based on factors such as sales, assets, markets, management, products and services, earnings, and financial structure.

LongView will conduct technical market analysis and technical trend following. Technical analysis generally involves studying trends and movements in a security's price, trading volume, and other market-related factors in an attempt to discern patterns.

- B. You are advised investing in securities involves risk of loss, including the potential loss of principal. Therefore, your participation in any of the management programs offered by LongView will require you to be prepared to bear the risk of loss and fluctuating performance.

LongView does not represent, warrant or imply that the services or methods of analysis used by LongView can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to major market corrections or crashes. Past performance is no indication of future performance. No guarantees can be offered that your goals or objectives will be achieved. Further, no promises or assumptions can be made that the advisory services offered by LongView will provide a better return than other investment strategies.

- C. As stated above in Item 5, LongView primarily uses mutual funds. The risks with mutual funds include the costs and expenses within the fund that can impact performance, change of managers, and fund straying from its objective. Open ended mutual funds do not typically have a liquidity issue and the price does not fluctuate throughout the trading day. Mutual fund fees are described in the fund's prospectus, which the custodian mails directly to the client following any purchase of a mutual fund that is new to the client's account. In addition, a prospectus is available online at

each mutual fund company's Web site. At the client's request at any time LongView will direct the client to the appropriate Web page to access the prospectus.

ETFs trade on an auctionable market. Therefore, there is more price fluctuation with ETFs than with mutual funds since ETFs trade throughout the day, whereas mutual funds are priced once a day. Also, since most ETFs only mirror a market index, such as the S&P 500, they won't outperform the index. The risks with stocks and bonds are that their prices fluctuate throughout the day. Stocks can drop in value and become worthless. The risks with bonds are interest rate, inflation and credit risk. Credit risk is the risk that the bond issuer will be unable to make its payments on time or at all, effectively default on the bonds.

#### **Item 9 - DISCIPLINARY INFORMATION**

There is no reportable disciplinary information required for LongView or its management persons that is material to your evaluation of LongView, its business or its management persons.

#### **Item 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

- A. Advisor's investment advisor representatives are registered representatives of Cambridge Investment Research, Inc. (Cambridge), a registered broker/dealer, member FINRA and SIPC. Clients are not obligated to purchase or sell securities through the investment advisor representatives in these separate capacities. However, if clients choose to implement the advice provided by Advisor through its investment advisor representatives in their separate capacities as registered representatives, Cambridge will be used and commissions may be earned in addition to any fees paid for advisory services.

Certain Advisory Representatives may participate in an equity participation plan through Cambridge. The Equity participation plan will give the Advisory Representatives shares of equity in Cambridge that will become vested over a period of time. Clients are advised the equity participation plan may involve conflicts of interest with clients in that the Advisory Representatives will have an incentive to remain registered with Cambridge. Further, the benefits received may increase with increased business production or certain thresholds being attained by the representatives. Therefore, the more production with Cambridge there may be opportunities to increase shares of equity in Cambridge.

- B, C. LongView is an insurance agency and offers various insurance products. Should a client participate in insurance products or services through LongView, commissions will be earned. Clients are under no obligation to purchase insurance products or services through LongView. The products through LongView may be more or less expensive than those products offered through other insurance companies.

LongView is not and does not have a related person who is a: futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities. Further, LongView is not and does not have a related person who is: broker/dealer or other similar type of broker or dealer; investment company or other pooled investment vehicle,

## LongView Wealth Management

other investment adviser or financial planner; futures commission merchant or commodity pool operator; banking or thrift institution; accountant or accounting firm; lawyer or law firm; pension consultant; real estate broker or dealer; or sponsor or syndicator of a limited partnership.

LongView attempts to mitigate the conflicts of interest with the potential receipt of commissions if recommendations are implemented by providing you with these disclosures. Further, you are encouraged to consult other professionals and may implement recommendations through other financial professionals. Furthermore, as a registered representative with Cambridge, Advisory Representatives are subject to a supervisory structure at Cambridge for his securities business.

LongView and its management persons are not actively engaged in any other business. Further, LongView does not have a related person who is a: broker/dealer or other similar type of broker or dealer; investment company or other pooled investment vehicle, other investment adviser or financial planner; futures commission merchant or commodity pool operator; banking or thrift institution; accountant or accounting firm; lawyer or law firm; insurance company or agency; pension consultant; real estate broker or dealer; or sponsor or syndicator of a limited partnership.

- D. As stated under Item 4, *Advisory Business* above, LongView recommends other investment advisers (i.e. third party managers) and will receive a portion of the fee charged to you by the investment adviser or will charge a fee in addition to the third party managers. Since LongView has an interest in the compensation this is considered a material conflict of interest. LongView selects third party managers based on several criteria including cost, type of management, past history, ability to meet a need and provide a unique service. Since the fee charged to you is based on the value of your portfolio, all parties have an incentive to work toward performance goals and objectives. Consequently, if the third party manager does not adequately manage your account and the value of your portfolio goes down, so does the third party manager's and LongView's compensation.

### **Item 11 - CODE OF ETHICS, PARTICIPATION OF INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

#### **Code Of Ethics**

- A. LongView has a fiduciary duty to you to act in your best interest and always place your interests first and foremost. LongView takes seriously its compliance and regulatory obligations and requires all staff to comply with such rules and regulations as well as LongView's policies and procedures. Further, LongView strives to handle your non-public information in such a way to protect information from falling into hands that have no business reason to know such information and provides you with LongView's Privacy Policy. As such, LongView maintains a code of ethics for its Advisory Representatives, supervised persons and staff. The Code of Ethics contains provisions for standards of business conduct in order to comply with federal securities laws, personal securities reporting requirements, pre-approval procedures for certain transactions, code violations reporting requirements, and safeguarding of material non-public information about your transactions. Further, LongView's Code of Ethics establishes LongView's expectation for business conduct. A copy of our Code of Ethics will be provided to you upon request.



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- B. Neither LongView nor its associated persons recommends to clients or buys or sells for client accounts any securities in which we have a material financial interest.
- C. LongView and its associated persons may buy or sell securities identical to those securities recommended to you. Therefore, LongView and/or its associated persons may have an interest or position in certain securities that are also recommended and bought or sold to you. LongView and its associated persons will not put their interests before your interest. LongView and its associated persons may not trade ahead of you or trade in such a way to obtain a better price for themselves than for you or other clients.
- D. LongView is required to maintain a list of all securities holdings for its associated persons and develop procedures to supervise the trading activities of associated persons who have knowledge of your transactions and their related family accounts at least quarterly. Further, associated persons are prohibited from trading on non-public information or sharing such information.

You have the right to decline any investment recommendation. LongView and its associated persons are required to conduct their securities and investment advisory business in accordance with all applicable Federal and State securities regulations.

### **Prohibition on Use of Insider Information**

LongView has adopted policies and procedures to prevent the misuse of “insider” information (i.e. material n, non-public information). A copy of such policies and procedures is available to any person upon request.

## **Item 12 - BROKERAGE PRACTICES**

If clients wish to have LongView’s Advisory Representatives implement the advice in their capacity as registered representatives or select to open a fee-based, investment advisory, account through Cambridge Investment Research, Inc. (Cambridge), the Advisory Representatives’ broker/dealer, Cambridge, will be used. Since Advisory Representatives are registered representatives of Cambridge they are required to use the services of Cambridge and Cambridge’s approved clearing broker-dealers when acting in their capacity as registered representatives. Cambridge serves as the introducing broker-dealer. All accounts established through Cambridge will be cleared and held at National Financial Services, LLC or Pershing, LLC. Cambridge has a wide range of approved securities products for which Cambridge performs due diligence prior to selection. Cambridge’s registered representatives are required to adhere to these products when implementing securities transactions through Cambridge. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer. Cambridge also provides Advisory Representatives, and therefore LongView, with back-office operational, technology, and other administrative support. Other services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. Such services are intended to help LongView manage and further develop its business enterprise.

Cambridge and clearing broker/dealers (i.e. National Financial Services and/or Pershing) also make available to LongView other products and services that benefit LongView but may not directly benefit

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its clients' accounts. Some of these other products and services assist LongView in managing and administering client accounts. These include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution; provide research, pricing information and other market data; facilitate payment of LongView's fees from its clients' accounts; and assist with back-office functions; recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of LongView's accounts, including accounts not held through Cambridge.

Commissions may be higher or lower at Cambridge than at other broker/dealers. Cambridge registered representatives associated with LongView may have a conflict of interest in having clients purchase securities and/or insurance related products through Cambridge in that the higher their production with Cambridge the greater potential for obtaining a higher pay-out on commissions earned. Further, registered representatives are restricted to only offering those products and services that have been reviewed and approved for offering to the public by Cambridge and for which Cambridge and its clearing firms, National Financial Services, LLC and Pershing, LLC, has obtained a selling agreement.

In initially selecting Cambridge, LongView conducted due diligence. LongView's evaluation and criteria includes:

- Ability to service you
- Staying power as a company
- Industry reputation
- Ability to report to you and to LongView
- Availability of an efficient trading platform
- Products and services available
- Technology resources
- Educational resources
- Execution capability
- Financial responsibility and viability
- Confidentiality and security of your information
- Responsiveness
- Other factors that may bear on the overall evaluation of best price and execution

Some of LongView's advisory representatives are eligible to participate in the Cambridge Investment Group, Inc. private stock purchase program. Cambridge Investment Group, Inc. is 100% owner of CIRA and its affiliated broker/dealer CIR. Advisory Representatives who participate in this program do not act as officers of Cambridge. However, they would have a percentage of ownership and have the ability to participate in Cambridge's overall profits. Advisory Representatives are eligible to participate in the stock purchase program due to their affiliation as Registered Representatives of Cambridge. This arrangement between certain of Advisory Representatives and Cambridge is a potential conflict of interest between LongView and its clients in that it may inhibit LongView's independent judgment concerning the best execution services offered by Cambridge and its clearing broker/dealers.

LongView's controlling owner(s) are partners and have invested in Continuity Partners Group, LLC (CPG). CPG is a related company of Cambridge. CPG was formed by Cambridge primarily to provide

## LongView Wealth Management

tools and programs to certain Cambridge registered representatives, such as LongView's Advisory Representatives that are also registered representatives with Cambridge. CPG tools and programs are designed to enhance the value of partner's retail practices and to provide a source to finance the transitioning of the partner's practices. Subsequent to investing in CPG, partners are eligible to participate in the programs offered by CPG. Programs offered by CPG are designed to improve the continuity of its partners' practices and improve the long term viability of the partners' practices.

LongView's controlling owner(s) have purchased units of CPG limited liability company interests ("Units") in exchange for the assignment by LongView's controlling owner(s) of a percentage of certain intangible assets to CPG and the assignment to CPG by LongView's controlling owner(s) of a percentage of the commissions and advisory fees received by LongView.

In order to become a shareholder of CPG, LongView's controlling owner(s) has agreed to assign up to 10% of all commissions and fees earned by LongView to CPG. Fees are assigned to CPG in return for units of limited liability company interests and in some cases cash consideration from CPG.

In addition to the revenue assignment, the LongView's controlling owner(s) has agreed to contribute or assign a portion of its various practice related assets to CPG. Contributed assets includes CPG's right to receive a portion of the proceeds of any sale of the LongView's controlling owner(s) practice, a portion of the LongView's controlling owner(s) interest in their customer list, and other intangible assets owned by either the LongView's controlling owner(s) or assets currently held by LongView.

The arrangement between LongView's controlling owner(s) and CPG is a potential conflict of interest between LongView and its clients in that it may inhibit LongView's independent judgment concerning the best execution services offered by Cambridge.

CPG is registered with the Securities and Exchange Commission ("SEC") as an investment adviser and a broker/dealer, member FINRA. CPG is registered as an investment adviser and broker/dealer because it acquires the goodwill associated with certain client relationships served by Cambridge registered representatives such as LongView. Correspondingly, CPG will receive a portion of advisory fees generated from such client relationships. Advisory fees are paid directly to CPG. It should be noted that CPG does not provide retail brokerage, insurance services or investment advisory services. Clients of LongView will not enter into a direct client relationship with CPG.

While LongView has an arrangement with Cambridge, and the clearing broker/dealers that have contracted with Cambridge, at least annually, LongView will review alternative broker/dealers and custodians in the marketplace to ensure Cambridge and its custodians are meeting LongView's duty to provide best execution for client accounts. The review will include a comparison to Cambridge and the currently used custodians which involve evaluating criteria such as overall expertise, cost competitiveness and financial condition. The quality of execution by Cambridge and custodians will be reviewed through trade journal evaluations. However, best execution does not simply mean the lowest transaction cost. Therefore, no single criteria will validate nor invalidate a custodian, but rather, all criteria taken together will be used in evaluating the currently utilized custodian.

You are advised that not all investment advisers require you to maintain accounts at a specific broker/dealer. You are advised you may maintain accounts at another broker/dealer. However, the services provided by LongView will be limited to only advice and will not include implementation. If

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you who select another brokerage firm for custodial and/or brokerage services you will not be able to receive asset management services from LongView.

Due to the individual management of client accounts, we do not aggregate the purchase or sale of securities for various client accounts. Generally, this will not affect the price a client's obtains since Adviser's business is primarily conducted in mutual funds and transactions where block trading has not impact. However, to the degree a client's account contains securities which are purchased and sold in an auctionable market the lack of block trading could affect the price the client receives. Therefore, clients could pay more or less as a result of Adviser generally not participating in block transactions.

### **Item 13 - REVIEW OF ACCOUNTS**

- A. If you are participating in the Asset Managements and Third Party Managed Programs you will be invited to participate in a review not less than at least annually or as agreed by you and your Advisory Representative. You may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place. Your Advisory Representative will monitor for changes or shifts in the economy, changes to the management and structure of a mutual fund or company in which your assets are invested, and market shifts and corrections.

Periodic Financial Planning and Asset Allocation Services reviews will be at a frequency as agreed to between you and your Advisory Representative. You will be invited to participate in a review not less than annually.

All other Planning Services will not receive regular reviews. LongView recommends you have at least an annual review and update to any plans. However, the time and frequency of the reviews is solely your decision. Other than the initial plan or analysis, there will be no other reports issued.

The following individuals participate in reviews. The Advisory Representative selected by the client will conduct the review.

Wesley Bigler, CEO  
Larry Fisher, President  
James Bolton, Advisory Representative  
Tom Bosley, Advisory Representative  
Hector Diaz, Advisory Representative  
Kris Dwyer, Advisory Representative  
Bruce Ellis, Advisory Representative  
Susan Ganser, Advisory Representative  
Michael Lipsey, Advisory Representative  
Mike McKay, Advisory Representative  
Douglas Stefanini, Advisory Representative  
Carmen Nicastro, Advisory Representative  
Kirk Licata, Advisory Representative

- B. You are advised that you must notify your Advisory Representative promptly of any changes to your financial goals, objectives or financial situation as such changes may require him review the potfolio allocation and make recommendations for changes.

- C. Clients participating in managed account programs will be provided statements at least quarterly direct from the account custodian. Additionally, you will receive confirmations of all transactions occurring direct from the account custodian. You may request additional account summary reports from LongView at any time. You should compare any report produced by LongView with statements received direct from the account custodian. Should there be any discrepancy the account custodian's report will prevail.

#### **Item 14 - CLIENT REFERRALS AND OTHER COMPENSATION**

- A. Product vendors recommended by LongView may provide monetary and non-monetary assistance with client events, provide educational tools and resources. LongView does not select products as a result of any monetary or non-monetary assistance. The selection of product is first and foremost. LongView's due diligence of a product does not take into consideration any assistance it may receive. Therefore, this is not considered a conflict of interest but a benefit for you and LongView.
- B. LongView does not directly or indirectly compensate any person who is not a supervised person of LongView for referrals. Further, LongView does not receive an economic benefit from a non-client for providing investment advice or advisory services to you.

#### **Item 15 - CUSTODY**

With the exception of deduction of LongView's advisory fees from your accounts, LongView does not take custody of your funds or securities.

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct your account custodian to deduct our advisory fees directly from your account or if you grant us authority to move your money to another person's account. Your account custodian maintains actual custody of your assets. You will receive account statements directly from your account custodian at least quarterly. They will be sent to the email or postal mailing address you provided. You should carefully review those statements promptly when you receive them.

#### **Item 16 - INVESTMENT DISCRETION**

You may grant LongView authorization to manage your account on a discretionary basis. Discretionary authority will give LongView authority to buy, sell, exchange, convert securities in your managed accounts. You will grant such authority to LongView by execution of the client agreement. You may terminate discretionary authorization at any time upon receipt of written notice by LongView.

Additionally, you are advised that:

- 1) You may set parameters with respect to when account should be rebalanced and set trading

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restrictions or limitations;

- 2) Your written consent is required to establish any mutual fund, variable annuity, or brokerage account;
- 3) LongView requires the use of the broker/dealer with which your Advisory Representative is registered for sales in commissionable mutual funds or variable annuities, if you elect to implement recommendations through your Advisory Representative;
- 4) With the exception of deduction of LongView's advisory fees from the account, if you have authorized automatic deductions, LongView will not have the ability to withdraw your funds or securities from the account.

### **Item 17 - VOTING CLIENT SECURITIES**

LongView does not vote your securities. Unless you suppress proxies, securities proxies will be sent directly to you by the account custodian or transfer agent. You may contact LongView about questions you may have an opinions on how to vote the proxies. However, the voting and how you vote the proxies is solely your decision.

### **Item 18 - FINANCIAL INFORMATION**

- A. LongView will not require you to prepay more than \$1,200 and six or more months in advance of receiving the advisory service.
- B. As stated above, you may grant LongView discretionary authority over your accounts; however that authority does not extend to the withdrawal of any client assets, with the exception of deduction of LongView's advisory fees from your accounts. We are financially stable. There is no financial condition that is likely to impair our ability to meet our contract actual commitment to you or any other client.
- C. LongView has not been the subject of a bankruptcy petition.

### **Item 19 - REQUIREMENTS FOR STATE REGISTERED ADVISERS**

This section is not applicable to LongView. LongView is not state registered. LongView is registered with the Securities and Exchange Commission.