

# PORTFOLIO DESIGN ADVISORS, INC.

## INVESTMENT ADVISOR DISCLOSURE BROCHURE

This brochure provides information about the qualifications and business practices of Portfolio Design Advisors, Inc., an SEC registered investment advisor.\* If you have any questions about the contents of this brochure, please contact us at 877-335-7035, option 1. 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 PDA also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Our Firm SEC Number is 801-64971.

\*Registration with the SEC does not imply a certain level of skill or training.

# MATERIAL CHANGES

On July 28, 2010, the United States Securities and Exchange Commission ("SEC") published "Amendments to Form ADV" which amended the disclosure document provided to clients as required by SEC and state rules. This item discusses specific material changes that are made to the disclosure brochure and provide readers with a summary of such changes.

Pursuant to new rules, Portfolio Design Advisors, Inc. ("PDA") will ensure that clients receive a summary of any material changes to this and subsequent disclosure brochures within 120 days after the firm's fiscal year end, December 31. This means that if there were any material changes over the past year clients will receive a summary of those changes no later than April 30. At that time, PDA will also offer a copy of its most current disclosure brochure and may also provide other ongoing disclosure information about material changes as necessary. If there are no material changes over the past year, no notices will be sent.

Clients and prospective clients can always receive the most current disclosure brochure for PDA at any time by contacting us by telephone at 877-335-7035, option 1; or by email at [operations@SelectOne.us](mailto:operations@SelectOne.us).

The last annual update of this brochure was dated March 27, 2013. There have been material changes to our business and the contents of this disclosure brochure since that time.

In January of 2014 Dean Rager replaced Russ Diachok as President of PDA. Dean was previously the Program Director and will continue to maintain those responsibilities.

Wes Strode, PDAs Portfolio Manager, is joined by Paul Knipping, Portfolio Analyst and Dean Rager, forming the Investment Committee.

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# ADVISORY BUSINESS

## **OWNERSHIP**

Portfolio Design Advisors, Inc. ("PDA") is a United States Securities and Exchange Commission ("SEC") registered investment advisor. PDA was founded in 2006 and is owned by GWM Holdings, Inc.

## **DESCRIPTION OF ADVISORY SERVICES**

PDA offers Asset Management Services to clients marketed as the SelectOne program.

### ***ASSET MANAGEMENT SERVICES***

PDA offers investment supervisory services defined as giving continuous investment advice to you (or making investments for you) based on the investment model selected. We offer asset management services in which there are various models available with a qualified custodian for clients to choose from. You, the client, may choose a mutual fund model, or an exchange traded fund ("ETF") model. The models are designed to utilize asset allocation strategies and do not attempt to engage in market timing or short term trading. We provide ongoing evaluation and selection of investments, and adjustment and balancing of portfolios. Various asset types are available and they include: no-load mutual funds, load waived mutual funds, exchange traded funds, stocks, cash, and cash equivalents. Other asset types, like Unit Investment Trusts ("UIT"s), may be held within the account as a convenience to the customer, but are not included as part of the managed model.

PDA assists you in establishing a managed account(s) through a qualified custodian. Typically, we require a minimum account size of \$50,000 to establish and maintain a managed account. However, exceptions may be granted to this account minimum at our discretion, usually based on your specific situation. For example, if the market value of the account drops below the minimum PDA may continue to manage the account; or we may allow an account to be established below the minimum knowing that the account will receive additional funds soon.

When executing an agreement for services with us, we will be granted trading authorization on your account. This allows us to determine the securities and quantity of securities to be bought and sold, the time of execution or the price at which the trades will be executed.

## **SERVICES TAILORED TO CLIENTS NEEDS**

Our services offer several pre-determined portfolio models. Clients select their portfolio model based on risk tolerance and investment objectives.

## **WRAP FEE PROGRAM VERSUS PORTFOLIO MANAGEMENT PROGRAM**

In traditional management programs, advisory services are provided for a fee but transaction services are billed separately on a per transaction basis. In wrap fee programs, advisory services and transaction services are provided for one fee. We do not act as a portfolio manager of or sponsor a wrap fee program.

## **CLIENT ASSETS MANAGED BY ADVISOR**

The amount of clients assets managed by PDA totaled \$91,355,000 as of December 31, 2013, with \$91,355,000 managed on a discretionary basis and \$0 managed on a non-discretionary basis.

# FEES AND COMPENSATION

In addition to the information provided in the Advisory Business section, this section provides details regarding our services along with descriptions of each service's fees and compensation arrangements.

## ASSET MANAGEMENT SERVICES

PDA charges for its investment supervisory services based on a percentage of assets under management. Each account is charged based on the tiered fee schedule below. Meaning the first \$500,000 of the account is charged the fee listed for that tier, the next \$500,000 is charged the fee listed for that tier and so on, based on the calendar quarter ending account balance.

<u>Ending Account Balance</u>	<u>Annual Account Fee, billed quarterly</u>
\$0 - \$500,000	0.70% or 70 basis points
\$500,001 - \$1,000,000	0.60% or 60 basis points
Over \$1,000,000	0.40% or 40 basis points

PDA, at its sole discretion, may reduce its fees, in certain circumstances. For example, our fee may be reduced to a flat 40 basis points on an entire account with a value exceeding \$1,000,000.

The above fee schedule pertains only to the fees charged by PDA and does not include fees that are charged to the client by financial advisors and/or firms who recommend PDA to the client and thus act as solicitors on behalf of PDA. Of the total fee charged to the client, PDA retains the above listed fee and pays the difference to the financial advisors and firms who act as solicitors on our behalf. The exact fee that is negotiated between you and your representative is disclosed to you in the Investment Management Agreement that you sign in advance of services being provided.

The qualified custodian will debit the fees on a quarterly basis from the account. The fees will be calculated based on the period ending balance. The fees will be charged in arrears and are prorated based on the number of days that services are provided during the calendar quarter.

You may incur other charges imposed by third parties besides us in connection with investments made through the account, including but not limited to mutual fund sub accounting fees, contingent deferred sales charges, short term redemption fees, qualified retirement plan fees and account maintenance fees. A description of these fees and expenses are available in each investment company security's prospectus. More information is also provided in the BROKERAGE PRACTICES section of this brochure on page 10. PDA and its employees will not receive any portion of these fees.

You should be aware that mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to PDA. Fund companies also charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Either of us or your representative may terminate the agreement at any time by providing written notice to the appropriate party. If services are terminated within five business days of executing the agreement, services are terminated without penalty and no fees are due. If the account is to be

liquidated as a result of a termination notice, we may take up to five business days from the date of receipt to process the liquidation request. Proceeds will be payable to the client subject to the usual securities settlement procedures. The final fee is prorated based on the number of days that services are provided prior to the effective date of termination. You are responsible for paying fees only for services rendered until the effective date of termination. Your account will be debited for the additional services.

#### **ADDITIONAL COMPENSATION**

PDA also licenses its models to other Registered Investment Advisors under model licensing agreements. The other RIA firm pays PDA a percentage of assets they manage utilizing PDA models. PDA is strictly a fee only investment management firm. PDA does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. No commissions in any form are accepted. No finder's fees are accepted.

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

Performance-based fees are defined as fees based on a share of capital gains or on capital appreciation of the assets held in a client's account. PDA does not charge or accept performance-based fees.

## **TYPES OF CLIENTS**

PDA provides investment advice to many different types of clients. These clients generally include individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and other types of business entities.

#### **MINIMUM ACCOUNT SIZE**

Typically, we require a minimum account size of \$50,000 to establish and maintain a managed account. However, exceptions may be granted to this account minimum at our discretion, usually based on your specific situation. For example, if the market value of the account drops below the minimum PDA may continue to manage the account; or we may allow an account to be established below the minimum knowing that the account will receive additional funds soon.

## **METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

#### **METHODS OF ANALYSIS**

PDA uses primarily fundamental analysis, but also uses charting, technical and cyclical analysis when considering investment strategies and recommendations. In simple terms, fundamental analysis involves analyzing company characteristics, charting looks at historical patterns, cyclical analysis looks at recurring periods, and technical analysis studies past market data looking for price trends and movements.

## *FUNDAMENTAL*

Fundamental analysis is a method of evaluating a company or security by attempting to measure its intrinsic value. In other words, fundamental analysts try to determine its true value by looking at all aspects of the business, including both tangible factors (e.g., machinery, buildings, land, etc.) and intangible factors (e.g., patents, trademarks, "brand" names, etc.). Fundamental analysis also involves examining related economic factors (e.g., overall economy and industry conditions, etc.), financial factors (e.g., company debt, interest rates, management salaries and bonuses, etc.), qualitative factors (e.g., management expertise, industry cycles, labor relations, etc.), and quantitative factors (e.g., debt-to-equity and price-to-equity ratios).

The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). This method of security analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

## *CHARTING*

Charting is a technical analysis that charts the patterns of stocks, bonds and commodities to help determine buy and sell recommendations for clients. It is a way of gathering and processing price and volume information in a security by applying mathematical equations and plotting the resulting data onto graphs in order to predict future price movements. A graphical historical record assists the analyst in spotting the effect of key events on a security's price, its performance over a period of time and whether it is trading near its high, near its low or in between. Chartists believe that recurring patterns of trading, commonly referred to as indicators, can help them forecast future price movements.

## *TECHNICAL*

This method of evaluating securities analyzes statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

## *CYCLICAL*

Cyclical analysis looks at recurring periods of expansion and contraction that can impact a company's profitability and cash flow. There are a variety of cycles that can be examined and some are more commonly known than others, such as a four-year presidential cycle or annual/quarterly fiscal reporting cycles. Identifying cycles can help to anticipate tops and bottoms and also to determine trends. But sometimes cycles don't repeat themselves, sometimes they overlap and sometimes they offset each other. Cyclical stocks tend to rise quickly when the economy turns up and fall quickly when the economy turns down (e.g., housing, automobiles, telecommunications, paper, etc. Non-cyclical industries (e.g., food, insurance, drugs, health care, etc.) are not as directly impacted by economic changes.

## INVESTMENT STRATEGIES

When implementing investment decisions, PDA employs the following investment strategies:

- Long Term Purchases. Securities held at least a year.
- Short Term Purchases. Securities sold within a year.
- Strategic/Tactical Asset Allocation. Asset allocation is the combination of several different types of investments; typically stocks, bonds and cash equivalents among various asset classes so your investments are diversified. The objective of asset allocation is to develop an investment plan that will help investors reach their financial goals, while holding down their risks.
- Strategic Timing. Strategic timing is designed to reduce risks in bear markets (when markets are decreasing in value). This is a trend-following strategy that involves holding total cash positions during bear markets and fully invested positions during bull markets.
- Sector Rotation. Sector rotation is employed only in the growth portfolio models, spreading the risk over several sectors in the more aggressive models. In bull markets, the technique may consist of using the stronger industrial sectors or surrogates for various market indexes ("bull" funds). In bear markets, it may consist of employing "bear" funds that are structured to rise in price when the market indexes decline in price. Also, when our portfolio manager believes market conditions call for the use of leverage, we may employ leveraged bull or bear funds that are more volatile than the market indexes.

## RISK OF LOSS

Investing in securities involves a risk of loss that you should be prepared to bear, including loss of your original principal. However, you should be aware that past performance of any security is not necessarily indicative of future results. Therefore, you should not assume that future performance of any specific investment or investment strategy will be profitable. We do not provide any representation or guarantee that your goals will be achieved.

Investing in securities involves risk of loss. Further, depending on the different types of investments, there may be varying degrees of risk:

- Market Risk. Either the market as a whole, or the value of an individual company, goes down, resulting in a decrease in the value of client investments. This is often in reaction to tangible and intangible events and conditions. Political, economic and/or social conditions may trigger market events. This is referred to as systemic risk.
- Company Risk. There is always a certain level of company or industry specific risk when investing in stock positions. This is referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that a company may perform poorly or that its value may be reduced based on factors specific to it or its industry (e.g., employee strike, unfavorable media attention).
- ETF and Mutual Fund Risk. Exchange traded fund ("ETF") and mutual fund investments bear additional expenses based on a pro rata share of operating expenses, including potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities held by the ETF or mutual fund. Clients also incur brokerage costs when purchasing ETFs.



- Management Risk. Your investments also vary with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our strategies do not produce the expected returns, the value of your investments will decrease.
- Interest Rate Risk. Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- Currency Risk. Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

## **DISCIPLINARY INFORMATION**

Neither the firm nor its employees have been involved in any event that requires disclosure.

## **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

PDA is registered as an SEC Registered Investment Advisor only and does not engage in any other activities that are not described in this brochure.

PDA is a wholly owned subsidiary of GWM Holdings, Inc. GWM Holdings, Inc. also owns Geneos Wealth Management, Inc. ("Geneos"), which is a FINRA registered broker-dealer and SEC Registered Investment Advisor. Management personnel of PDA are also involved in various management roles in their capacity as employees, registered representatives and investment advisor representatives of Geneos.

## **CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

According to the Investment Advisors Act of 1940, an investment advisor is considered a fiduciary. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts. In addition, an investment advisor has a duty of utmost good faith to act solely in the best interest of each of its clients. PDA has a fiduciary duty to all clients. PDA has established a Code of Ethics which all people defined a access persons must read and then execute an acknowledgement stating that they understand and agree to comply with PDA's Code of Ethics. PDA's fiduciary duty to clients is considered the core underlying principle for PDA's Code of Ethics and represents the expected basis for all dealings with clients. PDA has the responsibility to make sure that the interests of clients are placed ahead of it or its representatives own investment interest. All representatives will conduct business in an honest, ethical and fair manner. All representatives will comply with all federal and state securities laws at all times. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to services being conducted. All representatives have a responsibility to avoid circumstances that might negatively affect or appear to affect the representatives' duty of complete loyalty to their clients. This section is only intended to provide you

with a description of PDA's Code of Ethics. If you wish to review PDA's Code of Ethics in its entirety, a copy may be requested at any time by contacting us by telephone at 877-335-7035, option 1; or by email at [operations@SelectOne.us](mailto:operations@SelectOne.us).

PDA or its representatives may buy or sell securities or have an interest or position in a security for their personal account, which they also recommend to clients. PDA is and shall continue to be in compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. As these situations may represent a potential conflict of interest, it is a policy of PDA that no representative shall prefer his or her own account to that of the advisory client. Representatives may not trade the same security in their personal account on the same day as they trade it in a client's account unless the trades are first executed on behalf of PDA clients. PDA maintains information about all securities holdings for it and its representatives, which is reviewed on a regular basis.

## BROKERAGE PRACTICES

If you contract for our asset management services, you will complete paperwork to establish an account with Pershing, LLC, our qualified custodian. The client will not be charged ticket charges for transactions, however, other costs may be charged by Pershing, LLC that PDA does not share in. These fees are disclosed to you in a separate agreement between you and Pershing, LLC.

We take seriously our obligation of best execution for client transactions. It is a catalyst in deciding if we work with a particular custodian. While quality of execution at the best price is an important consideration, best execution does not necessarily mean lowest price and it is not the sole consideration. The qualified custodian may aggregate transactions for a client with other clients to improve the quality of execution. Allocations of the aggregated orders are made under procedures designed to treat all clients fairly. The trading process of any custodian suggested by us must be efficient, seamless and straight forward. Overall custodial support services, trade correction services and statement preparation are some of the other factors we consider when suggesting a custodian. We do not have any soft dollar arrangements.

Pershing, LLC may make available (at reduced or no cost) other products and services that benefit us but may not benefit our clients' accounts. Some of these other products and services assist us in managing and administering client accounts. These include software and other technology that:

- Provide access to client account data (such as trade confirmations and account statements)
- Facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts)
- Provide research, pricing information and other market data
- Facilitate payment of fees to advisors from clients' accounts
- Assist with back-office functions, record-keeping and client reporting.

Our custodian may also offer other services intended to help us manage and further develop our business enterprise such as consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing.

As a fiduciary, we endeavor to act in our clients' best interests. Our recommendation that clients maintain their assets in accounts at Pershing, LLC may be based in part on the benefit to us of the

availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by such broker-dealers.

Pershing gives us the ability to aggregate clients' orders together for execution. For example, if we sell 100 shares of XYZ from client A's account and sell 1000 shares of XYZ from client B's account, the custodian is able to submit a single trade to sell 1100 shares of XYZ for execution. If the shares are sold over multiple lots, the price will be averaged over all the shares and both clients will receive the same execution price.

## **REVIEW OF ACCOUNTS**

Account reviews and model reviews are preformed at least quarterly by the portfolio manager. The frequency of the review may be different for different clients, depending on the investment model that the client selected. Other factors that might trigger a review include: market conditions, news releases from one of the investment company's in which the client is invested, the need to rebalance the client's account, or a request from the client.

### **ACCOUNT REPORTS**

You receive statements from your account custodian monthly if there is activity in the account and quarterly if there is no activity in the account. PDA provides quarterly performance reporting.

## **CLIENT REFERRALS AND OTHER COMPENSATION**

### **OTHER COMPENSATION**

PDA is strictly a fee only investment management firm. PDA does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. No commissions in any form are accepted. No finder's fees are accepted.

### **CLIENT REFERRALS**

We may from time to time compensate unaffiliated persons, called "solicitors" either directly or indirectly when they refer to us clients they believe would benefit from our investment advisory services. In all cases these referral fee arrangements will be disclosed to the clients in accordance with section 206(4)-3 of the *Investment Advisors Act*. Compensation to the Solicitor is dependent on the client entering into an advisory agreement with PDA for advisory services. Compensation to the Solicitor will be the amount of the fee charged to the client that is above PDA's standard fee schedule. PDA's referral program is in compliance with federal regulations as set out in 17 CFR Sections 275.206(4)-3. The solicitation fee is paid pursuant to a written agreement retained by PDA and the Solicitor. The Solicitor will be required to provide the client with a copy of this brochure and the Solicitor's client disclosure document detailing the amount we will pay the Solicitor prior to or at the time of entering into any investment advisory contract with PDA.

## **CUSTODY**

Custody has been defined as having access or control over client funds and/or securities, but does not include the ability to execute transactions in client accounts. Custody is not limited to physically holding client funds and securities. If an investment advisor has the ability to access or control client

funds or securities, the investment advisor is deemed to have custody for purposes of the *Investment Advisors Act of 1940* and must ensure proper procedures are implemented. Our procedures do not result in our maintaining custody of client funds and securities.

Although we do not have custody, we have established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each client under that client's name. Clients or an independent representative of the client direct, in writing, the creation of all accounts and therefore are aware of the qualified custodian's name, address and the manner in which the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to each client, or the client's independent representative, at least quarterly. Clients should carefully review those statements. When clients have questions about their account statements, they should contact us or the qualified custodian preparing the statement.

## **INVESTMENT DISCRETION**

Asset management services are provided on a discretionary basis. PDA will make all decisions to buy, sell or hold securities, cash or other investments in the managed account in its sole discretion without consulting with you before implementing any transactions. You must provide us with written authorization to exercise this discretionary authority.

The discretionary authority that is granted is limited. We have the authority to determine the type and amount of securities to be bought or sold; not the broker or dealer used nor the commission rates paid when executing transactions. We do not have access to your funds and/or securities with the exception of having advisory fees deducted by the account custodian from your account and paid to us. Any fee deduction is done pursuant to your prior written authorization.

## **VOTING CLIENT SECURITIES**

We do not perform proxy voting services on your behalf. You are instructed to read through the information provided with the proxy voting documents and to make a determination based on the information provided. You have the ultimate responsibility for making all proxy voting decisions.

## **FINANCIAL INFORMATION**

This item is not applicable to our brochure. We do not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet for its most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. Finally, we have not been the subject of a bankruptcy petition at any time.

# PORTFOLIO DESIGN ADVISORS, INC.

Wes Strode  
9055 E Mineral Circle, Suite 200  
Centennial, CO 80112  
877-335-7035

## INVESTMENT ADVISOR REPRESENTATIVE BROCHURE SUPPLEMENT

This brochure supplement provides information about Wes Strode that supplements the Portfolio Design Advisor, Inc.'s Investment Advisor Disclosure Brochure. You should have received a copy of that brochure. Please contact us at 877-335-7035, option 1 if you did not receive PDA's Investment Advisor Disclosure Brochure or if you have any questions about the contents of this supplement.

Additional information is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Wes Strode, CFA

Born in 1976, Wes graduated from the University of Nebraska at Lincoln with a Bachelors of Science in 1999. He went on to receive his Master of Accounting and Financial Management from the Keller Graduate School of Management in 2011. From 1999 – 2005 Wes worked as an Account Manager with State Street Bank and Trust in Kansas City, MO. He then moved to Denver, CO and worked at Old Mutual Capital as a Senior Investment Analyst from 2005 – 2011. From 2011 – 2012 he was the Senior Portfolio Manager with Advised Assets Group, LLC. Since February 2012 he has been the Portfolio Manager for PDA and a Portfolio Manager for Geneos Wealth Management, Inc.

### **CFA**

Chartered Financial Analyst (CFA) is a charter that is globally recognized graduate level curriculum that provides proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. It also emphasizes the highest ethical and professional standards. To earn the CFA charter the candidate must have four years of qualified investment work experience; and must become a member of CFA Institute (the global association of investment professionals that administers the CFA charter), pledging to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct on an annual basis; the candidate must apply for membership to a local CFA member society; and must complete three exams, spending an average of 300 hours of study per exam.

## **DISCIPLINARY INFORMATION**

Wes Strode has no disciplinary information to disclose.

## **OTHER BUSINESS ACTIVITIES**

Wes Strode is also a registered representative of Geneos Wealth Management, Inc. in its capacity as a broker-dealer and an investment advisor representative in its capacity as a Registered Investment Advisor. He is employed with Geneos Wealth Management as a Portfolio Manager. Geneos Wealth Management, Inc. and PDA are commonly owned by GWM Holdings, Inc.

## **ADDITIONAL COMPENSATION**

Wes Strode receives a salary from Geneos Wealth Management, Inc. for his employment as a Portfolio Manager.

## **SUPERVISION**

Jen Pattavina is the Chief Compliance Officer of PDA. She is responsible for developing and overseeing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by PDA and its investment advisor representatives. She may be contacted at 877-335-7035, option 5. Dean Rager is the President for PDA. He assists with the daily monitoring and supervision of the investment advisor representatives and the management program. He may be contacted at 877-335-7035.

# PORTFOLIO DESIGN ADVISORS, INC.

Paul Knipping  
9055 E Mineral Circle, Suite 200  
Centennial, CO 80112  
877-335-7035

## INVESTMENT ADVISOR REPRESENTATIVE BROCHURE SUPPLEMENT

This brochure supplement provides information about Paul Knipping that supplements the Portfolio Design Advisor, Inc.'s Investment Advisor Disclosure Brochure. You should have received a copy of that brochure. Please contact us at 877-335-7035, option 1 if you did not receive PDA's Investment Advisor Disclosure Brochure or if you have any questions about the contents of this supplement.

Additional information is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

### **Paul Knipping**

Born in 1985, Paul studied finance at the University of Colorado at Denver, School of Business and is currently a Level III CFA Candidate. His background includes experience at several top financial firms with a focus on trading and investment analysis, beginning in 2006 with Charles Schwab as a Client Service Associate. Later that year he moved to Merrill Lynch as an Investment Associate. From 2008-2009 he was a Junior Equity Trader in the SMA group at Oppenheimer Funds. From 2009-2012 Paul worked as a Variable Annuity Analyst, contributing to AUV calculation methodology, before moving to the Fiduciary Services Team creating 15(c) reports for mutual fund companies at Lipper. From 2012-2013 Paul worked as an Investment Banking Analyst at SDR Ventures, a Denver based investment bank where he focused on buy-side and sell-side transactions, as well as debt and equity capital raises. Since August of 2013 he has been a Portfolio Analyst for PDA and a Portfolio Analyst for Geneos Wealth Management, Inc.

### **CFA**

Chartered Financial Analyst (CFA) is a charter that is globally recognized graduate level curriculum that provides proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. It also emphasizes the highest ethical and professional standards. To earn the CFA charter the candidate must have four years of qualified investment work experience; and must become a member of CFA Institute (the global association of investment professionals that administers the CFA charter), pledging to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct on an annual basis; the candidate must apply for membership to a local CFA member society; and must complete three exams, spending an average of 300 hours of study per exam.

## **DISCIPLINARY INFORMATION**

Paul Knipping has no disciplinary information to disclose.

## **OTHER BUSINESS ACTIVITIES**

Paul Knipping is employed with Geneos Wealth Management as a Portfolio Analyst. Geneos Wealth Management, Inc. and PDA are commonly owned by GWM Holdings, Inc.

## **ADDITIONAL COMPENSATION**

Paul Knipping receives a salary from Geneos Wealth Management, Inc. for his employment as a Portfolio Analyst.

## **SUPERVISION**

Jen Pattavina is the Chief Compliance Officer of PDA. She is responsible for developing and overseeing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by PDA and its investment advisor representatives. She may be contacted at 877-335-7035, option 5. Dean Rager is the President for PDA. He assists with the daily monitoring and supervision of the investment advisor representatives and the management program. He may be contacted at 877-335-7035.



# PORTFOLIO DESIGN ADVISORS, INC.

Dean Rager  
9055 E Mineral Circle, Suite 200  
Centennial, CO 80112  
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## INVESTMENT ADVISOR REPRESENTATIVE BROCHURE SUPPLEMENT

This brochure supplement provides information about Wes Strobe that supplements the Portfolio Design Advisor, Inc.'s Investment Advisor Disclosure Brochure. You should have received a copy of that brochure. Please contact us at 877-335-7035, option 1 if you did not receive PDA's Investment Advisor Disclosure Brochure or if you have any questions about the contents of this supplement.

Additional information is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Dean Rager

Born in 1958, Dean holds the Series 7, 24 and 66 licenses. He completed a Bachelor of Science degree in Business Administration and Human Resource Management and received a Master of Science in Computer Information Systems from the University of Phoenix. Prior to joining Geneos, he served as Chief Information Officer for ING Advisors Network where he oversaw its technological infrastructure. As a past president of a 500 rep broker dealer, he was responsible for the day-to-day and financial operations of the firm. Dean has been with Geneos Wealth Management, Inc. since 2004 as the Senior Vice President. Along with the daily responsibility for Geneos' technology solutions, Dean also has oversight for the firm's OSJs and home office registered personnel. As the Chief Compliance Officer of the Geneos Registered Investment Advisor he is responsible for the oversight of the Geneos advisory programs. Dean has been involved with PDA since 2009, officially taking over responsibilities as President in 2014.

## **DISCIPLINARY INFORMATION**

Dean Rager has no disciplinary information to disclose.

## **OTHER BUSINESS ACTIVITIES**

Dean Rager is also a registered representative of Geneos Wealth Management, Inc. in its capacity as a broker-dealer and an investment advisor representative in its capacity as a Registered Investment Advisor. He is also an independently licensed insurance agent. He is employed with Geneos Wealth Management as a Senior Vice President and RIA Chief Compliance Officer. Geneos Wealth Management, Inc. and PDA are commonly owned by GWM Holdings, Inc.

## **ADDITIONAL COMPENSATION**

Dean Rager receives a salary from Geneos Wealth Management, Inc. for his employment as Senior Vice President and RIA Chief Compliance Officer.

## **SUPERVISION**

Jen Pattavina is the Chief Compliance Officer of PDA. She is responsible for developing and overseeing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by PDA and its investment advisor representatives. She may be contacted at 877-335-7035, option 5. Dean Rager is the President for PDA. He assists with the daily monitoring and supervision of the investment advisor representatives and the management program. He may be contacted at 877-335-7035.