

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

Dated: March 2, 2011

Sage Financial Management Group, Inc.

- An Investment Management and Financial Advisory Firm -

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Disclosure Language: This brochure provides information about the qualifications and business practices of Sage Financial Management Group, Inc. (Sage). If you have any questions about the contents of this brochure, please contact us at (301) 961-0222 or by email at info@sagefmg.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 Sage also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Material Changes

Material changes made to this Brochure since its most recent update in November 2010 include:

1. Sarah G. Boyd, CFP assumed the role of Financial Advisor. Sarah brings approximately 9 years of experience in the financial advisory industry. More information can be found in our Brochure Supplement.
2. Family relationship discounts for new clients are limited to family members residing in the same household, including trustees and/or trust beneficiaries.
3. Our new relationship minimum is \$500,000.

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Firm Overview

Sage Financial Management Group, Inc. (Sage) is an investment management and financial advisory firm. Sage works with clients on an ongoing basis where we actively manage investment portfolios and coordinate financial planning services. These services are coupled together to develop comprehensive wealth management strategies. Our client-centric approach allows us to deliver these services on a highly individualized basis.

Investment Management Services: Sage is an independent registered investment advisor meaning that we manage assets on behalf of clients and assumed day-to-day supervisory responsibilities, but we do not assume custody of assets. We believe in the benefits of separating these roles to better serve client interests.

We are a multi-asset class manager with diversified investment holdings across bonds, equities, real estate, commodities and alternative assets. Our management style follows rigorous and disciplined investment strategies, seeking to both grow and preserve our clients' assets.

Assets supervised by our firm as of the date of this filing are as follows:

Discretionary Accounts/Assets:	\$ 72,386,600
Non-Discretionary Accounts/Assets:	<u>\$ 19,815,900</u>
Total Supervised Accounts/Assets:	\$ 92,202,500

More details about our investment management services can be found later in this regulatory brochure.

Financial Planning Services: Our financial planning services are broad in scope. Common areas reviewed with clients include retirement planning, college funding, asset protection, ownership structures, estate planning and tax strategies. We also provide a limited scope of business planning services and counsel clients through unique circumstances such as life transitions.

Ownership

Jennifer E. Myers, CFP is the owner of Sage. She established the company in 2007. With over 15 years of experience in the investment management / financial services industry, Ms. Myers established and guides the firm in response to the expanding need for quality, fee-only financial advisory services, and her objective to provide such services on a highly individualized basis.

Item 5 Fees and Compensation

Fee Schedule: Sage is a fee-only financial advisory firm meaning that we receive no commissions or incentives for services rendered. Fees for investment management services are calculated as a percentage of Assets Under Management (AUM). This structure aligns our interests with those of our clients.

The first \$2 Million under management	1.00% per annum
Amounts between \$2 Million and \$4 Million	.85% per annum
Amounts between \$4 Million and \$5 Million	.70% per annum
Amounts between \$5 Million and \$10 Million	.50% per annum
Amounts above \$10 Million	negotiable

Calculation & Payment: Fees are billed quarterly, in advance, and are based upon account values on the last day of the preceding quarter. Fees are pro-rated for any services provided over a portion of a quarter (based upon 90 days within a quarter), either for new client relationships or upon written notification of termination. Sage generally deducts fees directly from client accounts. This is not required, but is preferred as it allows Sage to report investment performance net of fees.

Family Relationship Discounts: Family members residing within the same household (including trustees and/or trust beneficiaries) may aggregate accounts to receive the most preferential fee arrangement.

Limited Exceptions To Current Fee Schedule:

- * Family members of employees (parents, siblings, spouses and children) may be exempted from fees.
- * A principal of Sage may reduce fee schedules in selected instances. This is generally reserved for cases of need or in instances where historical fee schedules were lower than current fee structures.

Other Fees and Expenses Associated With Investment Management Services: Clients may incur additional costs separate from fees charged by Sage. Such costs may include fees charged by mutual funds and ETFs to their shareholders or transaction charges imposed by their Custodian Broker. We are cognizant of the need to minimize any such fees and pay careful attention to fee structures.

Financial Planning Services Offered Under An Investment Management Agreement: Sage recognizes the benefits of coordinated investment and financial management services and extends financial planning (FP) services to clients who have executed an Investment Management Agreement (Agreement). The number of hours extended is based upon the level of AUM with Sage. Sage will allocate up to 3 hours of FP services annually per \$500,000 of AUM. Clients are not entitled to any discount or refund of fees in the event that they do not elect to receive these FP services. If the scope of the FP services extends beyond the hours extended under the Agreement, Sage will promptly notify the client to determine if planning should continue, and the cost of providing services on an hourly basis.

Refund Policy For Investment Management And Financial Planning Fees: Clients or Sage can terminate at any time upon providing written notice. Any fees paid in advance for services that have not been rendered as of the date of such written notices will be refunded to the client. If either party cancels the Agreement within (5) days from its inception and prior to the completion of the service(s) to be rendered, Sage will fully refund any fees paid.

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

Sage does not engage in performance-based fees which are typical to hedge fund management strategies. Please see a summary of our fees outlined in Item #5.

Item 7 Types of *Clients*

Sage works with individuals, families, trusts and small businesses to provide comprehensive investment and wealth management services. Our client base is diverse, but holds a common thread of seeking clear, unbiased advice. We strive to establish lasting relationships built upon trust, which we understand is a respect that is earned. Our business is structured to place our clients' interests at the helm of our decision making.

Clients often elect to work with our firm due to the combination of the following attributes:

- Fee-only, unbiased advice
- Broad multi asset class investment strategy without the use of any proprietary or commission products
- Comprehensive investment and wealth management, bringing all of the financial elements into coordinated decision making
- High level of customer service, focused on providing individualized recommendations

Individualized Service: Each relationship is approached based upon individualized needs and objectives. We are cognizant of the fact that clients often have unique circumstances, and are responsive to such needs as part of our investment process and within our wealth management recommendations. We also recognize that financial and investment objectives may vary between family members or account types and tailor our recommendations accordingly.

Communications: Open communications are encouraged so that we remain abreast of financial developments and develop appropriate strategies. Client meetings are preferred at least semi-annually and we communicate on an ongoing basis. Clients are always encouraged to contact us with questions pertaining to their investments or broader financial considerations.

Minimum Relationship Size: Sage requires a minimum relationship of \$500,000 for new client relationships. This minimum recognizes the level of service we render, and applies to assets directly managed by Sage. Clients may aggregate accounts under common ownership and/or within a family structure to meet this minimum.

Sage provides investment management services, assuming day-to-day supervisory responsibilities for investment holdings and strategies for those clients who have executed an Investment Management Agreement with our firm. Our objective is to offer investment advice that is tailored to individual goals and is focused on achieving measures of long-term growth while minimizing risk.

To achieve this objective, we work closely with clients to build portfolios that are designed to meet their personal needs and goals. We begin each relationship with in-depth discussions regarding investment objectives, risk tolerance, income needs and other financial considerations that might impact our investment approach. These topics are revisited through ongoing communications to ensure that we remain aware of factors that could impact directional investment approach.

The composition of our portfolios is diversified. We are a multi-asset class manager and encourage diversification to enhance risk adjusted returns. Our investments span across a variety of asset types, market capitalizations, countries and strategies. Our role is to create the appropriate structure of investment elements to afford growth opportunity in line with each client's goals and needs, and to identify suitable managers and financial instruments to fund the portfolio composition.

We typically invest in no-load mutual funds and exchange traded funds (ETFs). These instruments allow us to tap into broad areas of market exposure and some of the exceptional investment talent available to individual and institutional investors. We also purchase individual bonds and may own limited partnerships in selected instances. Individual equity positions are held in selected instances, depending upon client circumstances such as highly appreciated stock or family business interests.

Investments are selected and continuously evaluated utilizing a rigorous screening process. We evaluate investments based upon a host of investment criteria such as performance, volatility, buy and sell disciplines, liquidity, turnover, tax efficiency, and management team continuity, depth and compensation structures. Every investment opportunity and portfolio holding is examined based upon its individual investment fundamentals as well as its integrated role within the overall asset composition.

We primarily deploy fundamental analysis in our portfolio construction decision making process. Managers of positions held in our portfolios may utilize additional methods such as technical or quantitative analysis.

Investments are diversified and typically include a mixture of cash, bonds, CD's, equities, real estate, commodities and alternative assets. The diversified nature of our investment portfolios is specifically designed to render a blend of growth and preservation of capital. That said, risks are inherent in virtually all types of investments and clients could experience loss of principal depending upon market circumstances. Primary investment risks include market price fluctuations based upon broad economic or industry events, interest rate risk which primarily impacts bonds and purchasing power risk in the event of significant inflationary pressures.

Investment direction is set forth based upon decisions made by our Investment Committee which meets monthly, or more frequently based upon investment and economic circumstances.

Item 9 Disciplinary Information

Neither Sage nor its employees have any legal or disciplinary events to disclose.

Item 10 Other Financial Industry Activities and Affiliations

Sage operates as an independent registered investment advisory firm. We hold no financial or business affiliations with other entities that impact the services rendered. This applies to Sage as a company, its owners and its employees.

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

Sage understands the importance of working with a trusted advisor and the fiduciary role we assume. These considerations are paramount in our day-to-day decision making.

As a fiduciary, Sage has a duty to act solely in the best interest of our clients. Recognizing this role, Sage holds each employee to high standards of conduct and integrity.

Code of Ethics: Each of our employees is required to abide by a Code of Ethics. The core principle of our Code of Ethics is to place our clients' interests ahead of the firm's or any employee's interests. This responsibility applies to decisions and recommendations that we rendered to clients, our personal securities transactions, our professional conduct, Federal securities and regulatory laws, and strict client confidentiality.

Personal Securities Transactions: Sage and each of its employees may establish personal accounts and may purchase the same securities recommended to Clients. However, Sage employees are not required to hold recommended securities as we recognize that each client's and each employee's investment objectives and temperament may vary. Regardless of investment elections, neither Sage nor its employees are allowed to profit from any securities held in corporate or personal accounts at the expense of a client.

Sage recommends selected Custodian Broker(s) to clients to maintain custody of client assets and to effect trades for their accounts. Relationships established through such recommendations generate certain economic benefits to Sage and clients working with Sage.

Custodian brokers recommended by Sage provide access to institutional trading, which often times offers more competitive pricing than is available to retail investors. Sage is also able to achieve more competitive trading cost structures by aggregating assets with recommended Custodian Broker(s) as pricing is often negotiated base upon the level of Assets Under Management (AUM) held at any one Custodian Broker. Any price savings achieved are passed directly to Sage clients as we operate as a fee-only firm and receive no commissions.

Recommended Custodian Broker(s) provide services such as back office support, trading interfaces, data downloads and other technological services which facilitate Sage's ability to service client relationships. Other services and products provided by recommended Custodian Brokers may include third party research (such as Argus or Standard & Poors research reports), information on compliance and/or practice management, software to access client data and facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), reduced or waived fees to industry speaking engagements, and negotiated group pricing discounts on products offered by outside vendors. Many of these products and services are used to service all of a substantial number of client accounts, including accounts not maintained at the Custodian Broker providing the product or service, but not all products and services directly benefit each client account. Sage is not obligated to utilize any product or service offered by a Custodian Broker, nor is our firm committed to any specific amount of business with any Custodian Broker.

Item 13 Review of Accounts

Each of the accounts we manage is reviewed on an individualized basis to ensure that the investments remain aligned with each client's respective goals and needs. We are constantly monitoring our universe of investment holdings along with market fundamentals. Individualized account reviews are conducted on a quarterly basis, at a minimum, or more frequently if:

- 1) we feel that substantive changes require more immediate attention;
- 2) significant deposits or withdrawals are transacted; or,
- 3) client objectives or circumstances have altered.

Account activity is monitored on a daily basis to identify transactions that require immediate attention.

Account reviews are conducted by either a principal or senior advisor. The firm's Investment Committee determines asset allocation and investment direction for clients. At a minimum, this committee meets on a monthly basis to monitor and discuss market and individual asset fundamentals. More frequent meetings are often conducted in response to changing market and economic events.

While each portfolio may be somewhat unique, we create 'model' or target portfolios based upon broad investment objectives such as growth, balanced, conservative or preservation. Employing a certain level of uniformity is desirable as it allows us to more aptly employ our investment research and portfolio construction analysis. Clients can request exceptions within their investment accounts, but we try to limit the degree of exceptions to ensure that we can adequately monitor the full degree of assets under our supervision and the integrated nature of such assets. Sage retains the right to limit the number of exceptions given the additional supervisory responsibilities they create.

Item 14 *Client Referrals and Other Compensation*

Sage establishes new client relationships primarily through referrals from existing clients or allied professionals. While we greatly value such referrals, we do not receive nor do we extend compensation for referrals. This follows our principal that we wish to establish client relationships on the basis that our services are well suited to meet the client's financial objectives. We do however offer gifts of appreciation to individuals who offer referrals to our firm. Such gifts are nominal, typically of less than \$200 in value.

Sage does not accept custody of client assets. Investment accounts are held with a separate Custodian Broker. Clients enact Limited Power of Attorney authorization over such accounts to allow Sage to view client accounts, effect investment trades and debit investment advisory fees.

Clients receive statements from both the Custodian Broker and Sage.

Statements & Reporting Provided By The Custodian Broker:

- Monthly statements
- Trade confirmations
- Form 1099 tax reporting documents
- Notification of asset / account transfers or other types of account activity

Statements & Reporting Provided By Sage:

- Quarterly Reports
 - Summary of accounts supervised by Sage
 - Investment performance summaries
 - Benchmark investment performance reporting
 - Composite asset allocation composition
 - Detailed account holdings by asset class
- Supplemental Tax Reporting Documents
 - Gains and losses not reported by the Custodian Broker
 - Summary of investment management fees that qualify for itemized deduction purposes
 - Cost basis reporting of any gifted securities
 - Other materials as relevant

Sage reconciles asset and account balances based upon recommendations with figures reported by the Custodian Broker. Pricing of assets may be delayed for a limited number of investments including limited partnership investments or assets held outside of selected Custodian Brokers. In such cases, Sage reports the most recent price and asset value available as of the date of the report.

Clients are encouraged to compare statements received from their Custodian Broker to statements received by Sage.

Sage assumes discretionary trading authority for the majority of its client accounts, and only accepts new relationships that contain discretionary authority. Such authority is request to ensure that Sage has the ability to respond to market events in a timely fashion and to ensure that all client accounts receive equal and prompt attention.

Investments are selected, purchased and sold based upon Sage's understanding of the client's unique financial needs and goals. Parameters are set forth under individualized Investment Policy Statements which outline investment objectives as well as minimum and maximum holdings that Sage can hold among various asset categories such as cash and bonds, equities, real estate and alternative assets.

Custodian Brokerage Discount Negotiations: Sage has the authority to negotiate commission rates for equity, mutual fund and bond trades for client accounts held at any recommended Custodian Broker. We are generally able to negotiate more preferential commission rates for our clients based upon the level of client assets aggregated with any one Custodian Broker. Any negotiated fee schedules with a Custodian Broker apply to all of our clients with established relationships with said Custodian Broker. However, some Custodian Brokers may offer additional discounted commission rates to clients with aggregate assets over stated minimums, or as part of periodic marketing events.

Item 17 Voting *Client* Securities

Sage does not vote proxies on behalf of any client.

Item 18 Financial Information

The nature of our business practices does not require financial information disclosures other than to notify clients of any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

Sage maintains a healthy financial condition that allows us to remain attentive to our advisory responsibilities.

Item 19 Requirements for State-Registered Advisers

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This brochure supplement provides information about Jennifer E. Myers, CFP that supplements the brochure of Sage Financial Management Group, Inc (Sage). You should have received a copy of that brochure. Please contact Sage if you did not receive Sage's brochure or if you have any questions about the contents of this supplement.

Jennifer E. Myers, CFP

Jennifer E. Myers, CFP serves as President of Sage. Jennifer holds more than 15 years of experience in the financial services industry with the vast majority of her career focused on providing comprehensive investment and financial advisory services. In working with clients, her objective is to help individuals translate complex financial matters into understandable, manageable and successful strategies.

As a financial advisor, Jennifer's career has always integrated financial planning as a component of the investment management process, providing a true wealth management approach. She serves as the Chair of the firm's Investment Committee and maintains close working relationships with each client of the firm to ensure that investment portfolios and broader financial objectives remain closely aligned.

In the professional community, Jennifer served as both a Board member and Officer of the Washington, D.C. Estate Planning Council, among various other positions with in the Council. She also is an active member of the Financial Planning Association (FPA) and has participated as a mentor under the FPA's Mentoring Program.

Jennifer has been quoted in the Journal of Financial Planning, The Washington Post and on CNN Money, has written articles for the Washington, D.C. Estate Planning Council's Newsletter and frequently speaks in the community on a host of financial planning topics.

Prior to founding Sage, Jennifer was a Principal and Vice President of Freed Myers, a wealth management firm in Chevy Chase, MD. She has also provided financial and business analysis for Unisys and the U.S. Postal Service.

Educational Background

The George Washington University - Bachelors in Business Administration (BBA)

The George Washington University - Masters in Business Administration (MBA)

CFP Board of Standards - Certified Financial Planner (CFP)

Ms. Myers was born in Stoughton, MA in 1972. She currently resides in Arlington, VA.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision: Ms. Myers conducts supervision of all activities conducted by Sage.

This brochure supplement provides information about Michael Fuhr, CFP that supplements the brochure of Sage Financial Management Group, Inc (Sage). You should have received a copy of that brochure. Please contact Sage if you did not receive Sage's brochure or if you have any questions about the contents of this supplement.

Michael Fuhr, CFP

Michael Fuhr, CFP is a Portfolio Manager at Sage. He co-chairs the firm's Investment Committee helping to identify investment opportunities, monitor existing strategies and establish portfolio construction guidelines. He supervises day-to-day activity of client accounts to identify events that require any immediate attention and conducts the majority of trading efforts. He also coordinates many portfolio servicing functions such as portfolio reporting and assisting clients.

As a Certified Financial Planner, Michael considers broader planning initiatives within client investment recommendations. These include client specific considerations, tax planning strategies and retirement funding initiatives, among other variables.

Michael is an active member of the Financial Planning Association (FPA). Prior to joining Sage, he held positions with BestWise Associates and Goodstein Financial, both California based firms. He also held a decade long career in the motion picture and film industry in Los Angeles, California, before entering the financial services industry.

Educational Background

Pennsylvania State University - Bachelor of Arts (BA) in Communications

CFP Board of Standards - Certified Financial Planner (CFP)

Mr. Fuhr was born in Philadelphia, PA in 1974 and currently resides in Fairfax, VA.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision: Jennifer Myers directly supervises Mr. Fuhr. All trades placed by Mr. Fuhr must first be approved by Ms. Myers and reviewed by another employee of Sage.

This brochure supplement provides information about Sarah G. Boyd, CFP that supplements the brochure of Sage Financial Management Group, Inc (Sage). You should have received a copy of that brochure. Please contact Sage if you did not receive Sage's brochure or if you have any questions about the contents of this supplement.

Sarah G. Boyd, CFP

Sarah G. Boyd, CFP is a Financial Advisor at Sage. She coordinates client financial planning services, including the development of discrete and complex financial planning scenarios. Sarah works closely with clients to ensure that Sage remains attentive to individual planning needs and that implementation of decisions are properly executed. Common planning areas include retirement planning, insurance needs analysis, mortgage financing, college funding, tax and estate planning.

Sarah worked with Ameriprise Financial Services, Inc. for approximately nine years prior to joining Sage. She held a variety of positions during this time frame, each focused on financial planning, looking at the client's broader best interests.

Sarah obtained her Bachelor's Degree from Virginia Polytechnic Institute and State University and later received the Certified Financial Planner (CFP) designation from the CFP Board of Standards. She is an active member of the Financial Planning Association (FPA).

Educational Background

Virginia Polytechnic Institute and State University - Bachelor of Arts (BA)
CFP Board of Standards - Certified Financial Planner (CFP)

Ms. Boyd was born in Willingboro, NJ in 1981 and currently resides in Fairfax, VA.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision: Jennifer Myers directly supervises Ms. Boyd. All planning recommendations are reviewed by Ms. Myers to ensure appropriateness based upon individual client circumstance.

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