

Supplement dated August 30, 2017
To August 30, 2017 Form ADV Disclosure Brochure of Financial Guard, LLC

This document supplements the accompanying Form ADV Disclosure Brochure (the “Brochure”) of Financial Guard, LLC (“Financial Guard”). It reflects information pertaining to Financial Guard’s relationships with certain financial firms pursuant to which it licenses its technology and, in some cases, acts as a subadviser in connection with those firms’ provision of investment advisory services to clients. It also describes the BluVest investment advisory program offered by HD Vest Advisory Services as an example of one such licensing and subadvisory relationship.

Relationships with Licensing Partners

In addition to provision of investment advice through its website at www.financialguard.com (the “Website”), Financial Guard may, for a fee, license its technology (“Licensed Technology”) to other financial firms that may utilize it in providing investment advisory services to their advisory clients (“Licensing Partners”). In such licensing relationships, Financial Guard may act as a subadviser to a Licensing Partner with respect to its clients or may not play any investment advisory role because the Licensing Partner has sole responsibility for development and provision of investment advice and recommendations utilizing Financial Guard’s Licensed Technology.

Depending on the nature of the relationship and the requirements of a particular Licensing Partner, the website that Financial Guard helps the Licensing Partner develop and/or where its Licensed Technology is used may be structured in a different manner than and may offer different types of services (including without limitation a different basis for developing investment advice and recommendations) than Financial Guard’s own Website. Also, client account fees and minimums applicable to clients that utilize the websites of such Licensing Partners are typically determined by the Licensing Partners and may be different from the fees and minimums required by Financial Guard in connection with its provision of investment advisory services available through the Website.

BluVest Investment Advisory Program Offered by HD Vest Advisory Services

HD Vest Advisory Services (“HDVAS”) is a Licensing Partner of Financial Guard that utilizes Financial Guard’s Licensed Technology as part of its BluVest investment advisory program (the “BluVest Program”). Financial Guard provides assistance to HDVAS in developing and maintaining a website (www.BluVest.com) through which it offers and makes available the BluVest Program to its clients and also serves as a subadviser to HDVAS in connection with the BluVest Program. HDVAS charges its investment advisory clients in the BluVest Program account and advisory fees and imposes account minimums that are different than fees and account minimums applicable to Financial Guard’s investment advisory program offered through the Website (the “FG Program”). The following are some of the material differences between the manner in which Financial Guard provides investment advice and/or recommendations to the FG Program clients and the manner in which Financial Guard provides investment advice and/or recommendations in its capacity as a subadviser to HDVAS as part of the BluVest Program. As a sponsor of the BluVest Program, HDVAS has elected to maintain fee structures, account minimums and investment preferences for its BluVest Program that are different from those applicable to the FG Program.

- While basic asset allocation among major asset classes (i.e., equity, fixed income and cash) is comparable under the BluVest Program and the FG Program for clients with similar investment profiles, the variation of models (i.e., the number of asset classes and categories used to provide

advice) in the BluVest Program is smaller than in the FG Program because the BluVest Program has lower account minimums.

- Unlike in the FG Program, passive investments for BluVest Program accounts with smaller assets are implemented through the exclusive use of index mutual funds as opposed to the addition of Exchange Traded Funds (ETFs) because clients in the BluVest Program are subject to lower account minimums.
- Unlike FG Program clients, BluVest Program clients do not have the option of requesting all actively-managed or all passively-managed underlying fund investments. Financial Guard determines the composition of active and/or passive investments for clients in the BluVest Program.
- Certain non-U.S asset classes are not utilized in the BluVest Program with respect to client accounts with smaller assets, resulting in more “U.S.-centric” portfolios for those smaller account clients in the BluVest Program. BluVest Program client accounts with larger assets receive the benefit of greater global diversification because there are more asset classes available in the model portfolios used to manage those accounts similar to client accounts in the FG Program.
- The universe of funds utilized by Financial Guard in managing discretionary client accounts in the FG Program is broader than the universe of funds available to Financial Guard for the BluVest Program accounts because clients in the BluVest Program are subject to lower account minimums and there are a smaller number of asset classes and limited passive vehicles used to provide advice in the BluVest Program.