

# **Sentry Wealth Advisors**

## **Form ADV Part 2A – Disclosure Brochure**

**Effective: June 28, 2011**

This Disclosure Brochure provides information about the qualifications and business practices of Sentry Wealth Advisors, P. Richard Perryman d/b/a Sentry Advisors (herein “Sentry” or the “Advisor”). If you have any questions about the contents of this Disclosure Brochure, please contact us at (903) 561-4008.

Sentry is a Registered Investment Advisor with the U.S. Securities and Exchange Commission. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about Sentry to assist you in determining whether to retain the Advisor.

Additional information about Sentry and its advisory persons are available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Sentry Wealth Advisors**  
**CRD No: 156089**  
**100 Independence Place, Suite #201**  
**Tyler, TX 75703**  
**Phone: (903) 561-4008 \* Fax: (903) 561-2338**

## Item 2 – Material Changes

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On July 28, 2010, the U.S. Securities and Exchange Commission voted unanimously to adopt amendments to Part 2 of Form ADV and related rules under the Investment Advisers Act of 1940 (the “Advisers Act”). The amendments are designed to require a Registered Investment Advisor to provide Clients with a clearly written and meaningful disclosure, in plain English, about the advisor’s business practices, conflicts of interest and advisory personnel. The new Form ADV 2 is divided into two parts: *Part 2A and Part 2B*.

*Part 2A* (the “Disclosure Brochure”) provides information about a variety of topics relating to an Advisor’s business practices and conflicts of interest. *Part 2B* (the “Brochure Supplement”) provides information about advisory personnel of Sentry.

Sentry believes that communication and transparency are the foundation of our relationship and continually strives to provide our Clients with complete and accurate information at all times. We encourage all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

### Initial Filing

Sentry is a new Registered Investment Advisor. This is the initial filing of the Disclosure Brochure.

### Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Sentry.

At any time, you may view the current Disclosure Brochure on-line at the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

To review the firm information for Sentry:

- Click **Investment Advisor Search** in the left navigation menu.
- Select the option for **Investment Advisor Firm** and enter **156089** (our firm’s CRD number) in the field labeled “Firm IARD / CRD Number”.
- This will provide access to Form ADV Part 1 and Part 2.
- Item 11 of the ADV Part 1 lists legal and disciplinary questions regarding the Advisor.
- In the left navigation menu, Form ADV Part 2 is located near the bottom.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (903) 561-4008.

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## **Item 4 – Advisory Services**

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### **A. Firm Information**

Sentry Wealth Advisors, P. Richard Perryman d/b/a Sentry Advisors (herein “Sentry” or the “Advisor”) is a Registered Investment Advisor with the U.S. Securities and Exchange Commission, which is organized as a sole proprietorship under the laws of the State of Texas. Sentry was founded in August 2010 and is owned and operated by Portfolio Manager and Chief Compliance Officer, P. Richard Perryman. This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by Sentry.

### **B. Advisory Services Offered**

Sentry offers investment advisory services to Clients in Texas and other states (each referred to as a “Client”).

#### Account Portfolio Management

Sentry provides customized investment advisory solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and consulting services. Sentry works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create a portfolio allocation. Sentry will then construct a portfolio, consisting of no-load and institutional mutual funds to achieve the Client’s investment goals. The Advisor may also utilize individual stocks, bonds, and/or exchange-traded funds (“ETFs”) to meet the needs of its Clients.

Sentry’s investment strategy is primarily long-term focused, but the Advisor may buy, sell or re-allocate positions that have been held less than one year to meet the objectives of the Client or due to market conditions. Sentry will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to the acceptance by the Advisor.

Sentry evaluates and selects securities for inclusion in Client portfolios only after applying their internal due diligence process. Sentry may recommend, on occasion, redistributing investment allocations to diversify the portfolio. Sentry may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement, which may adversely affect the portfolio. Sentry may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client’s risk tolerance.

**Prior to rendering investment advisory services, Sentry will ascertain, in conjunction with the Client, the Client’s financial situation, risk tolerance, and investment objective[s].**

Sentry will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will Sentry accept or maintain custody of a Client’s funds or securities. All Client assets will be managed within their designated custody account or pension account, pursuant to the Client Investment Advisory Agreement.

#### Financial Planning and Consulting Services

Sentry will typically provide a variety of financial planning services to individuals and families, pursuant to a written Financial Planning or Consulting Agreement. Services are offered in several areas of a Client’s financial situation, depending on their goals, objectives and financial situation. Generally, such financial planning services will involve preparing a financial plan or rendering a financial consultation for clients based on the Client’s financial goals and objectives. This planning or consulting may encompass one or more areas of need, including, but not limited to investment planning, retirement planning, personal savings, education savings and other areas of a Client’s financial situation.

A financial plan developed for or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings.

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## Financial Planning and Consulting Services - continued

For certain financial planning engagements, the Advisor will provide a written summary of Client's financial situation, observations, and recommendations. For consulting or ad-hoc engagements, the Advisor may not provide a written summary. Plans or consultations are typically completed within six months of contract date, assuming all information and documents requested are provided promptly.

Financial planning and consulting recommendations may pose a potential conflict between the interests of the Advisor and the interests of the Client. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to effect the transaction through the Advisor.

### **C. Client Account Management**

Prior to engaging Sentry to provide investment advisory services, each Client is required to enter into an Investment Advisory Agreement with the Advisor that defines the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Policy Statement – Sentry, in connection with the Client, may develop a statement that summarizes the Client's investment goals and objectives along with the broad strategy[ies] to be employed to meet the objectives.
- Asset Allocation – Sentry will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.
- Portfolio Construction – Sentry will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – Sentry will provide investment management and ongoing oversight of the Client's portfolio and overall account.

### **D. Wrap Fee Programs**

Sentry does not manage or place Client assets into a wrap fee program. Investment management services are provided directly by Sentry.

### **E. Assets Under Management**

Sentry is a newly established advisor. Assets under management shall be reported following the Advisor's December 31, 2011 fiscal year end. Clients may request more current information at any time by contacting the Advisor. As of the date this Disclosure Brochure, Sentry has the following assets under management:

<b>Assets Under Management</b>	<b>Amount</b>
Discretionary Assets	\$16,820,000
Non-discretionary Assets	\$65,180,000
<b>Total Assets Under Management</b>	<b>\$82,000,000</b>

## **Item 5 – Fees and Compensation**

The following paragraphs detail the fee structure and compensation methodology for investment management. Each Client shall sign an Investment Advisory Agreement that details the responsibilities of Sentry and the Client.

### **A. Fees for Advisory Services**

#### Account Portfolio Management

Investment Advisory Fees are paid quarterly in arrears pursuant to the terms of the Investment Advisory Agreement. Investment Advisory Fees are based on the market value of assets under management at the end of each calendar quarter.

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### Account Portfolio Management - continued

Investment Advisory Fees based on the following schedule:

Assets Under Management	Annual Rate
Up to \$1,000,000	1.00%*
Next \$2,000,000	0.80%
Next \$2,000,000	0.70%
Over \$5,000,000	0.60%

\* Minimum annual fee of \$1,000.00.

For certain Clients, Investment Advisory Fees may be offered on a fixed monthly retainer, payable at the end of each monthly period.

Investment Advisory Fees in the first quarter of service are prorated to the inception date of the account to the end of the first quarter. Fees may be negotiable at the discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with Advisor. Investment Advisory fees will be reduced by the custody charges in the Client's account[s] at the designated custodian. Custody charges do not include securities transactions costs, which are paid by the Client. All securities held in accounts managed by Sentry will be independently valued by the designated Custodian. Sentry will not have the authority or responsibility to value portfolio securities.

### Financial Planning and Consulting Services

Sentry offers financial planning or consulting services on an hourly basis at an hourly rate of \$200 per hour or on a fixed fee basis, which may be negotiable depending on the nature and complexity of each Client's circumstances. An estimate for total hours will be determined prior to establishing the advisory relationship.

The Advisor's fee is exclusive of, and in addition to brokerage fees, transaction fees, and other related costs and expenses, which may be incurred by the Client. However, the Advisor shall not receive any portion of these commissions, fees, and costs. The hourly fees are determined after considering many factors, such as the level and scope of the services.

## **B. Fee Billing**

### Account Portfolio Management

Investment Advisory Fees will be automatically deducted from the Client Account by the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client Account at the respective quarter end date. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the total assets under management with Sentry at the end of each quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the Investment Advisory Fee. In addition, the Advisor will provide the Client a report itemizing the fee, including the calculation period covered by the fee, the account value and the methodology used to calculate the fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting Sentry to be paid directly from their accounts held by the Custodian as part of the Investment Advisory Agreement and separate account forms provided by the Custodian.

### Financial Planning and Consulting Services

As noted above, financial planning and consulting fee are invoiced by the Advisor and are due upon receipt. The Advisor may require an initial deposit of \$500 to \$1,000 for planning or consulting engagements.

## **C. Other Fees and Expenses**

Clients may incur certain fees or charges imposed by third parties, other than Sentry, in connection with investment made on behalf of the Client's account[s]. As noted above, Sentry shall reduce the Client's fees for normal custody. Securities transaction and execution fees charged by the custodian and executing broker-dealer are paid by each Client for their respective account[s]. Non-routine fees for liquidations, frequent trading requests, wire transfers and other custodian fees remain the sole responsibility of the Client.

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### **C. Other Fees and Expenses - continued**

In addition, all fees paid to Sentry for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of Sentry, but would not receive the services provided by Sentry which are designed, among other things, to assist the Client in determining which products or services are most appropriate to each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by Sentry to fully understand the total fees to be paid.

### **D. Advance Payment of Fees and Termination**

#### Account Portfolio Management

Sentry is compensated for its services at the end of the quarter after investment advisory services are rendered. Clients may request to terminate their Investment Advisory Agreement with Sentry, in whole or in part, by providing advance written notice. The Client shall be responsible for Investment Advisory Fees up to and including the effective date of termination. The Client's Investment Advisory Agreement with the Advisor is non-transferable without Client's written approval.

#### Financial Planning and Consulting Services

In the event that a Client should wish to cancel the financial planning agreement under which any plan is being created, the Client shall be billed for actual hours logged on the planning project times the agreed upon hourly rate. Any surplus in the Advisor's possession as the result of collecting a deposit at the time of signing the financial planning agreement will be returned to the Client within 5 business days of cancellation.

Either party may terminate a planning or consulting agreement at anytime by providing written notice to the other party within five (5) days of signing the Advisor's financial planning or consulting agreement. The Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Refunds will be given on a pro-rata basis.

### **E. Compensation for Sales of Securities**

Sentry does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the Investment Advisory Fees noted above.

## **Item 6 – Performance-Based Fees**

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Sentry does not charge performance-based fees for its investment advisory services. The fees charged by Sentry are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client. Sentry does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

## **Item 7 – Types of Clients**

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Sentry provides investment advisory services to the following types of Clients:

- Individuals, Personal Trusts and Estates – private investors, investing their personal assets
- Pension and Profit Sharing Plans – retirement plan sponsors or company plans
- Foundation and Endowments – non-profit organizations that manage a pool of assets, and distribute funds according to a mandate or mission
- Corporations and Businesses – taxable business entities, investing cash reserves
- Other Financial Service Firms – other investment advisors, banks and trust companies

The relative percentage each type of Client is available on Sentry's Form ADV Part 1. These percentages will change over time. Sentry requires a minimum annual fee of \$1,000 for investment management services.

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## Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

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### A. Methods of Analysis

Sentry primarily employs fundamental analysis methods in developing investment strategies for its Clients. Research and analysis from Sentry is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

As noted above, Sentry generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. Sentry will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, Sentry may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

### B. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. Sentry will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process.

**Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor. For more information on our investment management services, please contact us at (903) 561-4008.**

## Item 9 – Disciplinary Information

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**There are no legal, regulatory or disciplinary events involving Sentry or any of its employees.** Sentry and its advisory personnel value the trust you place in us. As we advise all Clients, we encourage you to perform the requisite due diligence on any advisor or service provider with which you partner. Our background is on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). To review the firm information contained in ADV Part 1, select the option for Investment Adviser Firm and enter **156089** in the field labeled "Firm IARD/CRD Number". This will provide access to Form ADV Parts 1 and 2. Item 11 of the ADV Part 1 lists legal and disciplinary questions. You may also research the background of P. Richard R. Perryman by selecting the Investment Adviser Representative and entering Mr. Perryman's Individual CRD# **5875901** in the field labeled "Individual CRD Number".

## Item 10 – Other Financial Activities and Affiliations

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In addition to serving advisory Clients, Mr. Perryman also serves as a Certified Public Accountant. Clients of the Advisor may be offered accounting and related services provided by Mr. Perryman in his separate capacity as a Certified Public Accountant. Clients are not obligated to utilize the accounting services offered by Mr. Perryman in order to establish or maintain an advisory relationship with Sentry.

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## Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

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### A. Code of Ethics

Sentry has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with Sentry. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. Sentry and its personnel owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of Sentry associates to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that may include; general ethical principles, reporting personal securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code of Ethics, review and enforcement processes, amendments to Form ADV and supervisory procedures. Sentry has written its Code of Ethics to meet and exceed regulatory standards. To request a copy of our Code of Ethics, please contact us at (903) 561-4008.

### B. Personal Trading and Conflicts of Interest

Sentry allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. As noted above, we have adopted, consistent with Section 204A of the Investment Advisers Act of 1940, a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. We have also adopted written policies and procedures to detect the misuse of material, non-public information. We may have an interest or position in certain securities, which may also be recommended to you. **At no time, will Sentry or any associated person of Sentry, transact in any security to the detriment of any Client.**

## Item 12 – Brokerage Practices

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### A. Recommendation of Custodian[s]

Sentry recommends that Clients establish their custodial account[s] with Guarantee Bond Bank (“GBB”). GBB utilizes broker-dealers for execution where GBB has established relationships. Sentry has an institutional relationship with GBB, where Sentry serves as the advisor to investment advisory accounts at GBB. While there is economic incentive to recommend GBB, Sentry will at all times, in their fiduciary duty to Clients, act in the best interests of its Clients. If Clients decide to use a custodian other than GBB, Sentry may not accept the Client account[s].

Following are additional details regarding the brokerage practices of the Advisor:

- 1. Soft Dollars** - Soft dollars are revenue programs offered by broker-dealers whereby an advisor enters into an agreement to place security trades with the broker in exchange for research and other services. **Sentry does not participate in soft dollar programs sponsored or offered by any custodian or broker-dealer.**
- 2. Brokerage Referrals** - Sentry does not receive any compensation from any third party in connection with the recommendation for establishing a brokerage account.
- 3. Directed Brokerage** - Sentry will place trades within the established account[s] at GBB. Accounts at GBB are traded through two brokerage relationships established by GBB. All Client accounts are traded from their GBB account[s] with GBB’s established brokerage relationships, unless otherwise instructed by the Client in writing. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor’s own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client’s account[s]).

### B. Aggregating and Allocating Trades

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. Sentry will execute its transactions through GBB’s designated brokerage relationships. Sentry may aggregate orders in a block trade or trades when securities are purchased or sold through the same broker-dealer for multiple (discretionary) accounts. This must be done in a way that does not consistently advantage or disadvantage particular Client accounts.

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## **Item 13 – Review of Accounts**

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### **A. Frequency of Reviews**

Accounts are monitored on a regular and continuous basis by Mr. Perryman, Portfolio Manager and Chief Compliance Officer of Sentry. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client.

### **B. Causes for Reviews**

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account. The Client is encouraged to notify Sentry if changes occur in his/her personal financial situation that might adversely affect his/her investment plan. Additional reviews may be triggered by material market, economic or political events.

### **C. Review Reports**

The Client will receive custody statements from GBB no less than quarterly from the trustee or custodian. These statements are sent directly from the custodian to the Client. The Client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity. Client custody statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

## **Item 14 - Client Referrals and Other Compensation**

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### **A. Compensation Received by Sentry**

Sentry is a fee-only advisory firm, who, in all circumstances, is compensated solely by the Client. Sentry does not receive commissions or other compensation from product sponsors, broker dealers or any un-related third party. Sentry may refer Clients to various third parties to provide certain financial services necessary to meet the goals of its Clients. Likewise, Sentry may receive referrals of new Clients from a third-party.

### **B. Client Referrals from Solicitors**

Sentry does not engage paid solicitors for Client referrals.

## **Item 15 – Custody**

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Sentry does not accept or maintain custody of any Client accounts. All Clients must place their assets with a qualified custodian. Clients are generally required establish their account[s] with GBB as the custodian to retain their funds and securities and direct Sentry to utilize that custodian for the Client's security transactions. Sentry encourages Clients to review statements provided by account custodian. For more information about custodians and brokerage practices, see Item 12 - Brokerage Practices.

## **Item 16 – Investment Discretion**

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Sentry generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by Sentry. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an Investment Advisory Agreement containing all applicable limitations to such authority. All discretionary trades made by Sentry will be in accordance with each Client's investment objectives and goals.

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## **Item 17 – Voting Client Securities**

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Sentry does not accept proxy-voting responsibility for any Client.

## **Item 18 – Financial Information**

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Neither Sentry, nor its management has any adverse financial situations that would reasonably impair the ability of Sentry to meet all obligations to its Clients. Neither Sentry, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. Sentry is not required to deliver a balance sheet along with this Brochure as the firm does not collect advance fees for services to be performed six months or more in advance.

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# **Form ADV Part 2B – Brochure Supplement**

**for**

**P. Richard Perryman**  
**Portfolio Manager and Chief Compliance Officer**

**Effective: June 28, 2011**

This Brochure Supplement provides information about the background and qualifications of P. Richard Perryman. (CRD# 5875901) in addition to the information contained in the Sentry Wealth Advisors, P. Richard Perryman d/b/a Sentry Advisors (herein “Sentry” or the “Advisor” - CRD #156089) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you any questions about the contents of the Sentry Disclosure Brochure or this Brochure Supplement, please contact us at (903) 561-4008.

Additional information about Mr. Perryman is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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**Sentry Wealth Advisors**

100 Independence Place, Suite #201 \* Tyler, TX 75703  
Phone: (903) 561-4008 \* Fax: (903) 561-2338

## Item 2 – Educational Background and Business Experience

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The Portfolio Manager and Chief Compliance Officer of Sentry is Richard Perryman. Additional information regarding Mr. Perryman's employment history is included below.

### Employment History:

Portfolio Manager and Chief Compliance Officer, Sentry Wealth Advisors	12/2010 to Present
Certified Public Accountant, Richard Perryman CPA	01/1995 to Present
Senior Vice President and Trust Officer, Guaranty Bond Bank	06/1993 to 08/2010

## Item 3 – Disciplinary Information

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*There are no legal, civil or disciplinary events to disclose regarding Mr. Perryman.* Mr. Perryman has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Perryman.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and /or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Perryman.*

However, we do encourage you to independently view the background of Mr. Perryman on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter 5875901 in the field labeled "Individual CRD Number".

## Item 4 – Other Business Activities

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In addition to serving advisory Clients, Mr. Perryman also serves as a Certified Public Accountant. Additional details are included in Item 10 above.

## Item 5 – Additional Compensation

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Mr. Perryman has additional business activities where compensation is received. These business activities are detailed in Item 10 - Other Financial Activities and Affiliations in Part 2A above.

## Item 6 – Supervision

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Mr. Perryman serves as the Portfolio Manager and Chief Compliance Officer and Chief Compliance Officer of Sentry. Mr. Perryman can be reached at (903) 561-4008.

Sentry has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Sentry. Further, Sentry is subject to regulatory oversight by various agencies. These agencies require registration by Sentry and its employees. As a registered entity, Sentry is subject to examinations by regulators, which may be announced or unannounced. Sentry is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## Privacy Policy

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Effective: June 28, 2011

### Our Commitment to You

Sentry Wealth Advisors ("Sentry") is committed to safeguarding the use of your personal information that we have as your Investment Advisor. Sentry (referred to as "we", "our" and "us" throughout this notice) protects the security and confidentiality of the personal information we have and make efforts to ensure that such information is used for proper business purposes in connection with the management or servicing of your account. Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything we can to maintain that trust.

We do not sell your non-public personal information to anyone. Nor does Sentry provide such information to others except for discrete and proper business purposes in connection with the servicing and management of your account as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this privacy policy.

### The Information We Collect About You

You typically provide personal information when you complete the paperwork required to become our Client. This information may include your:

• Name and address	• Assets
• E-mail address	• Income
• Phone number	• Account balance
• Social security or taxpayer identification number	• Investment activity
	• Accounts at other institutions

In addition, we may collect non-public information about you from the following sources:

- Information we receive on Brokerage Agreements, Managed Account Agreements and other Subscription and Account Opening Documents;
- Information we receive in the course of establishing a customer relationship including, but not limited to, applications, forms, and questionnaires;
- Information about your transactions with us or others

### Information About You That Sentry Shares

Sentry works to provide products and services that benefit our customers. We may share non-public personal information with non-affiliated third parties (such as brokers and custodians) as necessary for us to provide agreed services and products to you consistent with applicable law. We may also disclose non-public personal information to other financial institutions with whom we have joint business arrangements for proper business purposes in connection with the management or servicing of your account. In addition, your non-public personal information may also be disclosed to you, persons we believe to be your authorized agent or representative, regulators in order to satisfy Sentry's regulatory obligations, and is otherwise required or permitted by law. Lastly, we may disclose your non-public personal information to companies we hire to help administrate our business. Companies we hire to provide services of this kind are not allowed to use your personal information for their own purposes and are contractually obligated to maintain strict confidentiality. We limit their use of your personal information to the performance of the specific service we have requested.

**To repeat, we do not sell your non-public personal information to anyone.**

### Information About Former Clients

Sentry does not disclose, and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our clients.

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**Confidentiality and Security**

Our employees are advised about the firm's need to respect the confidentiality of our customers' non-public personal information. Additionally, we maintain physical, procedural and electronic safeguards in an effort to protect the information from access by unauthorized parties.

**We'll Keep You Informed**

We will send you notice of our privacy policy annually for as long as you maintain an ongoing relationship with us. Periodically we may revise our privacy policy, and will provide you with a revised policy if the changes materially alter the previous privacy policy. We will not, however, revise our privacy policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing. You may obtain a copy of our current privacy policy by contacting us at (903) 561-4008.