

# Reagan Companies Asset Management, Inc

## Firm Brochure - Form ADV Part 2A

*This brochure provides information about the qualifications and business practices of Reagan Companies Asset Management, Inc. If you have any questions about the contents of this brochure, please contact us at (315) 673-2094 or by email at: [Lisa.Valentine@Reaganinvesting.com](mailto:Lisa.Valentine@Reaganinvesting.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 Reagan Companies Asset Management, Inc is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Reagan Companies Asset Management, Inc's CRD number is: 161648*

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*Registration does not imply a certain level of skill or training.*

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## **Item 2: Material Changes**

Reagan Companies Asset Management, Inc has the following material changes to report. This list summarizes changes to policies, practices or conflicts of interests only.

- Item 2E: Amounts Under Management updated
- Item 5A & 5B: Added wording applicable to 401(k) clients.
- Item 13C: Content and Frequency of Regular Reports Provided to Clients has been updated to include electronic media.
- Item 15 Custody: Removed duplicate wording in regard to direct billing
- Page 19: Requirements for State Registered Advisor – This page was removed. Reagan Companies Asset Management, Inc. is now SEC registered.

## Item 3: Table of Contents

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## Item 4: Advisory Business

### A. Description of the Advisory Firm

Reagan Companies Asset Management, Inc is a Corporation organized in the state of New York.

This firm was formed in March of 2012, and the principal owners are Richard P. Reagan, James Michael Reagan and Edward J. Reagan.

- Richard P. Reagan – President
- J. Michael Reagan – Treasurer
- Edward J. Reagan – Secretary

### B. Types of Advisory Services

Reagan Companies Asset Management, Inc (hereinafter “RCAM”) offers the following services to advisory clients:

#### *Investment Supervisory Services*

RCAM offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. RCAM creates an Investment Policy Statement for each client, which outlines the client’s current situation (income, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client’s specific situation. Investment Supervisory Services include, but are not limited to, the following:

- |                       |                                |
|-----------------------|--------------------------------|
| • Investment strategy | • Personal investment policy   |
| • Asset allocation    | • Asset selection              |
| • Risk tolerance      | • Regular portfolio monitoring |

RCAM evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. RCAM will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

#### *Financial Planning*

When creating a financial plan RCAM generally follows the following CFP financial planning process:

1. Agree on how to work together

2. Gather information about your finances and set goals
3. Analyze and strategize
4. Develop recommendations
5. Put plan into motion
6. Monitor progress and stay on track

Financial plans and financial planning may include, but are not limited to: investment planning, life insurance; tax concerns; retirement planning; college planning; and debt/credit planning. These services are based on fixed fees or hourly fees and the final fee structure is documented in Exhibit II of the Financial Planning Agreement.

### ***Services Limited to Specific Types of Investments***

RCAM generally limits its investment advice and/or money management to mutual funds, equities, bonds, fixed income, ETFs, REITs, and government securities. RCAM may use other securities as well to help diversify a portfolio when applicable.

### **C. Client Tailored Services and Client Imposed Restrictions**

RCAM offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent RCAM from properly servicing the client account, or if the restrictions would require RCAM to deviate from its standard suite of services, RCAM reserves the right to end the relationship.

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

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and any other administrative fees. RCAM DOES NOT participate in any wrap fee programs.

### **E. Amounts Under Management**

RCAM has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$190,493,124.28	\$0.00	01/28/2014

## Item 5: Fees and Compensation

### A. Fee Schedule

#### *Investment Supervisory Services Fees*

Total Assets Under Management	Annual Fee
First \$1 - \$2,000,000	1.00%
Next \$2,000,000	0.75%
Everything Over \$4,000,000	0.50%

These fees are negotiable depending upon the needs of the client and complexity of the situation and the final fee schedule is attached as Exhibit II of the Investment Advisory Contract. Fees are paid monthly or quarterly and initial fees for new accounts will be calculated on a pro-rata basis.

Clients may terminate their contracts without penalty, for full refund, within 5 business days of signing this advisory contract. After that point, this agreement may be terminated for any reason by any party with thirty days' written notice of such termination by the parties.

Refunds are given on a prorated basis, based on the number of days remaining in a month/quarter at the point of termination. Fees that are collected in advance will be refunded based on the prorated amount of work completed up to the day of termination within the month/quarter terminated. The fee refunded will be the balance of the fees collected in advance minus the daily rate\* times the number of days in the month/quarter up to and including the day of termination. (\*The daily rate is calculated by dividing the monthly/quarterly AUM fee by the number of days in the termination month).

Advisory fees are withdrawn directly from the client's accounts with client written authorization. The IA will review and evaluate, on a case by case basis, requests from clients to receive an invoice and pay their fee directly rather than from their accounts.

#### *Financial Planning Fees*

##### *Fixed Fees*

The rate for creating client financial plans is \$1,500. Fees are paid in arrears upon completion. Because fees are charged in arrears, no refund is necessary. The fees are negotiable and the final fee schedule will be attached as Exhibit II of the Financial



Planning Agreement. Clients may terminate their contracts without penalty within five business days of signing the advisory contract.

### ***Hourly Fees***

Depending upon the complexity of the situation and the needs of the client, the hourly fee for these services is between \$150 and \$500. The fees are negotiable and the final fee schedule will be attached as Exhibit II of the Financial Planning Agreement. Fees are paid in arrears upon completion. Because fees are charged in arrears, no refund is necessary. Clients may terminate their contracts without penalty within five business days of signing the advisory contract.

## **B. Payment of Fees**

### ***Payment of Investment Supervisory Fees***

Advisory fees are withdrawn directly from the client's accounts with client written authorization. Fees are paid monthly or quarterly in advance. Advisory fees may also be invoiced and billed directly to the client with payments due by the first business day of the month or quarter. Clients may select the method in which they are billed.

For some clients that are plan sponsors or participants in a 401(k) plan, fees may be billed monthly based on the market value of the account at the time of that month's billing. The actual scheduled day of billing will vary depending on the custodian chosen, but will take place around the same time each month.

### ***Payment of Financial Planning Fees***

Hourly Financial Planning fees are paid via check in arrears upon completion. Because fees are charged in arrears, no refund is necessary.

Fixed Financial Planning fees are paid via check or credit card in arrears upon completion. Because fees are charged in arrears, no refund is necessary.

## **C. Clients Are Responsible For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by RCAM. Please see Item 12 of this brochure regarding broker/custodian.

## **D. Prepayment of Fees**

RCAM collects fees in advance and in arrears. Fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination

and the total days during the billing period. Fees will be returned within fourteen days to the client via check.

The fee refunded will be the balance of the fees collected in advance minus the daily rate\* times the number of days in the month/quarter up to and including the day of termination. (\*The daily rate is calculated by dividing the monthly/quarterly AUM fee by the number of days in the termination month/quarter).

## **E. Outside Compensation For the Sale of Securities to Clients**

David R. Haahr and Richard P. Reagan in their role as registered representatives accept compensation for the sale of securities to RCAM clients.

### ***1. This is a Conflict of Interest***

RCAM and its supervised persons will accept compensation for the sale of securities or other investment products, including asset based sales charges or services fees from the sale of mutual funds to its clients. This presents a conflict of interest and gives the supervised person and RCAM an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending the sale of securities or investment products for which RCAM receives compensation, RCAM will document the conflict of interest in the client file and inform the client of the conflict of interest.

### ***2. Clients Have the Option to Purchase Recommended Products From Other Brokers***

Clients always have the option to purchase RCAM recommended products through other brokers or agents that are not affiliated with RCAM.

### ***3. Commissions are the Primary Source of Income for this RIA***

Commissions are not RCAM's primary source of compensation.

### ***4. Advisory Fees in Addition to Commissions or Markups***

Advisory fees that are charged to clients are not reduced to offset the commissions or markups on securities or investment products recommended to clients.

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

RCAM does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## Item 7: Types of Clients

RCAM generally provides investment advice and/or management supervisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Pension, Profit Sharing, and 401k Plans
- ❖ Retirement Plans

### *Minimum Account Size*

There is an account minimum, \$100,000, which may be waived by the investment advisor, based on the needs of the client and the complexity of the situation.

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

### A. Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

RCAM's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

**Charting analysis** involves the use of patterns in performance charts. RCAM uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

**Technical analysis** involves the analysis of past market data; primarily price and volume.

**Cyclical analysis** involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

#### *Investment Strategies*

RCAM uses long term trading and short term trading strategies.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### B. Material Risks Involved

## *Methods of Analysis*

**Charting analysis** strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in solely using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

**Fundamental analysis** concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

**Technical analysis** attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

**Cyclical analysis** assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold : 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles they are trying to take advantage of.

## *Investment Strategies*

Long term trading is designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

Short term trading generally hold greater risk and clients should be aware that there is a material risk of loss using any of those strategies.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **C. Risks of Specific Securities Utilized**

RCAM generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss. Mutual funds are not guaranteed or insured by the FDIC or any other government agency. You can lose money investing in mutual funds. All mutual funds have costs that lower investment returns. They can be of bond "fixed income" nature (lower risk) or stock "equity" nature (mentioned above).

**Equity** investment generally refers to buying shares of stocks by an individual or firms in return for receiving a future payment of dividends and capital gains if the value of the stock increases. There is an innate risk involved when purchasing a stock that it may decrease in value and the investment may incur a loss.

**Treasury Inflation Protected/Inflation Linked Bonds:** The Risk of default on these bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal.

**Fixed Income** is an investment that guarantees fixed periodic payments in the future that may involve economic risks such as inflationary risk, interest rate risk, default risk, repayment of principal risk, etc.

**Stocks & Exchange Traded Funds (ETF):** Investing in stocks & ETF's carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Investments in these securities are not guaranteed or insured by the FDIC or any other government agency.

**REITs** have specific risks including valuation due to cash flows, dividends paid in stock rather than cash, and the payment of debt resulting in dilution of shares.

**Precious Metal ETFs** (Gold, Silver, Palladium Bullion backed “electronic shares” not physical metal): Investing in precious metal ETFs carries the risk of capital loss.

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various other types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Short term trading** risks include liquidity, economic stability and inflation.

**Short sales** risks include the upward trend of the market and the infinite possibility of loss.

**Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

### **A. Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **B. Administrative Proceedings**

There are no administrative proceedings to report.

### **C. Self-regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

## **Item 10: Other Financial Industry Activities and Affiliations**

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

David R. Haahr and Richard P. Reagan are registered representatives.

### **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither RCAM nor its representatives are registered as or have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.

### **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

David R. Haahr and Richard P. Reagan are registered representatives and licensed insurance agents. From time to time, they will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. RCAM always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of RCAM in their capacity as a registered representative or licensed insurance agents.

### **D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections**

RCAM does not utilize nor select other advisers or third party managers. All assets are managed by RCAM management.

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

## **A. Code of Ethics**

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Our Code of Ethics is available free upon request to any client or prospective client.

## **B. Recommendations Involving Material Financial Interests**

RCAM does not recommend that clients buy or sell any security in which a related person to RCAM or RCAM has a material financial interest.

## **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of RCAM may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of RCAM to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. RCAM will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

## **D. Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of RCAM may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of RCAM to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. RCAM will always transact client's transactions before its own when similar securities are being bought or sold.

# **Item 12: Brokerage Practices**

## **A. Factors Used to Select Custodians and/or Broker/Dealers**

The Custodian, Hand Benefit and Trust, was selected based on the transaction fees relative to other custodians and access to mutual funds and ETFs. Additional factors used to choose the Custodian are **a**, the Custodian's support services, reputation and

cost-benefit compared to other custodians. A robust trading platform is another consideration in selecting a custodian. RCAM will never charge a premium or commission on transactions, beyond the actual cost imposed by Custodian.

The Custodian, TD Ameritrade Institutional, a Division of TD Ameritrade, Inc., member FINRA/SIPC/NFA was chosen primarily based on its relatively low transaction fees, strength of trading platform, access to mutual funds and ETFs, support services, and reputation. RCAM will never charge a premium or commission on transactions, beyond the actual cost imposed by Custodian.

### ***1. Research and Other Soft-Dollar Benefits***

RCAM receives research, products, or services other from its broker-dealer or another third-party in connection with client securities transactions ("soft dollar benefits"). There is no minimum client number or dollar number that RCAM must meet in order to receive free research from the custodian or broker/dealer. RCAM receives a benefit because it does not have to pay for or produce the research, services, or products and therefore RCAM might have an incentive to recommend a custodian based on its interest rather than their clients. The first consideration when recommending broker/dealers to clients is best execution.

### ***2. Brokerage for Client Referrals***

RCAM receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### ***3. Clients Directing Which Broker/Dealer/Custodian to Use***

RCAM will not allow clients to direct RCAM to use a specific broker-dealer to execute transactions. Clients must use RCAM recommended custodian (broker-dealer). Not all advisors require clients to direct brokerage via a specific broker-dealer.

## **B. Aggregating (Block) Trading for Multiple Client Accounts**

RCAM maintains the ability to block trade purchases across accounts. Block trading may benefit a large group of clients by providing RCAM the ability to purchase larger blocks resulting in smaller transaction costs to the client. Declining to block trade can cause more expensive trades for clients.

## **Item 13: Reviews of Accounts**



### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

Client accounts are reviewed periodically by Richard Reagan and/or David R. Haahr. The chief advisors are instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at RCAM are assigned to these reviewers.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Richard Reagan and/or David R. Haahr. There is only one level of review and that is the total review conducted to create the financial plan.

### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client will receive at least quarterly from the custodian, either by regular mail, e-mail, or a client accessible website, a report that details the client's account including assets held and asset value which will come from the custodian. RCAM itself does not provide clients with reports.

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

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

RCAM does not receive any economic benefit, directly or indirectly from any third party for advice rendered to RCAM clients.

### **B. Compensation to Non - Advisory Personnel for Client Referrals**

RCAM does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

RCAM, with client written authority, has limited custody of client's assets through direct fee deduction of RCAM's Fees only. Clients will receive from the custodian all required account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy. RCAM does not provide account statements to clients in addition to those provided by the custodian.

## **Item 16: Investment Discretion**

For those client accounts where RCAM provides ongoing supervision, the client has given RCAM written discretionary authority over the client's accounts with respect to securities to be bought or sold and the amount of securities to be bought or sold. Details of this relationship are fully disclosed to the client before any advisory relationship has commenced. Discretionary authority is executed by agreement through the custodian account application and the investment advisory contract. The client provides RCAM discretionary authority via a limited power of attorney in the Investment Advisory Contract and executing limited power of attorney in the contract between the client and the custodian.

## **Item 17: Voting Client Securities (Proxy Voting)**

RCAM will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

RCAM does not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither RCAM nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

RCAM has not been the subject of a bankruptcy petition in the last ten years.