

**Item 1 – Cover Page**

**WaterFront Wealth, Inc.**

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May 05, 2017

This Brochure provides information about the qualifications and business practices of WaterFront Wealth, Inc. If you have any questions about the contents of this Brochure, please contact us at 913-951-580 and/or 855-875-0100, or by fax at 913-951-5809. 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.

WaterFront Wealth, Inc. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Additional information about WaterFront Wealth, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Material Changes**

This Brochure dated May 05, 2017, is an amendment to the Brochure for WaterFront Wealth, Inc.

Since the filing of the firm's annual update Brochure on March 8, 2017, the firm has updated the Brochure to reflect updates to the firm's investment strategies. We have also made various other updates to our Brochure but no material changes were made.

Pursuant to regulatory requirements, we will deliver to you a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. All such information will be provided to you free of charge.

Currently, our Brochure may be requested by contacting us at (913) 951-5800.

Additional information about the firm is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with the firm who are registered as investment adviser representatives of the firm.

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## **Item 4 – Advisory Business**

**WaterFront Wealth, Inc. (“WaterFront,” “We,” or “the Firm”)** is a corporation organized and based in the state of Kansas. WaterFront was founded in 2012 by Roger C. Ratzlaff Jr., the firm’s principal owner and managing director. Mr. Ratzlaff began his career in investment planning in 1988 with A.G. Edwards, a predecessor firm of Wells Fargo Advisors. In May of 2012, Roger and a small group of financial advisors set out to start WaterFront Wealth. Mr. Ratzlaff remains registered with Wells Fargo Financial Advisers Network, LLC (a FINRA registered broker dealer) and representatives of WaterFront Wealth operate a registered branch office of that broker-dealer. He and his team at WaterFront work together to provide customized strategies for a wide range of clients.

As of 02/22/2017, WaterFront managed approximately \$101,000,000 in assets on a discretionary basis. As of that date, the firm’s owners also served as registered representatives of a broker/dealer, Wells Fargo Financial Advisers Network, LLC, and as investment adviser representatives of their broker/dealer’s corporate registered investment advisory firm. At which point in time, they provided investment management and or oversight related to approximately \$230,000,000 in client assets.

### **Services Offered**

#### ***Portfolio Management Services***

WaterFront provides ongoing discretionary and non-discretionary portfolio management services to businesses, charitable organizations, endowments, estates, families, foundations, individuals, and trusts. When providing portfolio management services, the firm not only makes recommendations related to investments, but also implements these recommendations and provides ongoing monitoring and reporting. Clients may elect to give the firm discretion to make all decisions (discretionary management), or may prefer to approve all decisions before implementation (non discretionary management). (Investment management services were previously offered under a “Wrap Fee Program” whereby participants in the program receive portfolio management, custodial, reporting, and clearing services for one all inclusive fee. Although some legacy accounts exist, the Wrap Fee Program is being discontinued and no longer offered to new clients. See our “Form ADV Part 2A Appendix 1- Investment Management Wrap Fee Program Brochure” for information about the Wrap Fee Program.)

#### ***Financial Planning Services***

WaterFront also provides project oriented and ongoing financial planning services to individuals and families where the firm offers advice or other strategic assistance in areas such as education funding, retirement planning, estate planning, risk management, employee benefits planning, tax planning, etc. When engaged to provide financial planning assistance, clients are responsible for determining whether or not to implement a recommendation, and if they decide to do so, are responsible for actual implementation. The actual details of an engagement vary on a case by case basis depending on the complexity of the client’s financial situation. Generally however, an

engagement will include identification of goals and objectives, collection and analysis of data, and formulation of a strategy, and may also include preparation of a written plan.

### ***Retirement Plan Services***

WaterFront also provides retirement plan services to businesses. Plan level services offered include discretionary management services and non-discretionary advisory/consulting services. Services are made available for different types of retirement plans, including 401K and 403B among others. When providing management services, the firm is responsible for implementing recommendations. When the firm is providing advisory/consulting services, the client is responsible for implementation of recommendations. Although the firm does not provide participant level services as part of a retirement plan engagement, participants may engage WaterFront separately for participant level services.

### **Investment Philosophy**

Regardless of the type of services provided, each service is tailored to the individual needs of a particular client (whether an individual, a family, or a business) through an assessment conducted prior to an engagement. Clients may impose restrictions related to the level of discretion granted, the types of investments used, etc. Terms of an actual engagement, including description of service, limitations and restrictions, fees, etc., are all detailed before any engagement begins in a written client agreement.

## **Item 5 – Fees & Compensation**

### ***Portfolio Management Services***

Fees for portfolio management services are charged as a percentage of assets under management, and a client's actual fee rate is negotiable based on level of service and other factors. Household accounts may be aggregated at our discretion for purposes of determining fee rate. The firm's standard fee schedule is as follows:

Account Size	Annual Fee
Up to \$249,999	1.25% to 2.50%
\$250,000 to \$749,999	1.25% to 2.25%
\$750,000 to \$4,999,999	.75% to 2.00%
Over \$5,000,000	Negotiable

Our annual portfolio management fee is prorated and billed quarterly in advance based on the value of your account on the last trading day of the previous quarter. Partial periods are prorated based on the number of days services are provided. Upon termination, any unearned fees paid in advance will be refunded.

Fees are generally deducted directly from client accounts, but clients may elect to alternatively pay fees by check.

All management fees paid to WaterFront are separate and unrelated to any fees or expenses assessed by mutual funds or exchange traded funds, or to any trade commission charged by an account custodian. Information pertaining to fund-generated fees and expenses can be found in mutual fund and exchange traded fund prospectuses.

As mentioned in Item 4 above, investment management services were previously offered under a "Wrap Fee Program" whereby participants in the program receive portfolio management, custodial, reporting, and clearing services for one all inclusive fee. See our "Form ADV Part 2A Appendix 1- Investment Management Wrap Fee Program Brochure" for fee related information.

### ***Financial Planning Services***

Financial Planning Services may be provided free of charge as part of an investment management engagement, or may be provided for a separate fee. Fees charged for financial planning services are quoted in advance and generally charged at a fixed amount. Quoted fixed fees will be based on the complexity and level of service provided on a case by case basis. As mentioned above, services may include planning in areas such as education funding, retirement planning, estate planning, risk management, employee benefits planning, tax planning, etc. Since each of these areas can vary in complexity depending on the client's financial situation, cost will vary as well. Fees are negotiable depending on the circumstances of the engagement, location, etc.

Fees are generally billed directly to the client in arrears, although a portion may be billed in advance.

Projects terminated before completion will be prorated. Upon termination, any payments made in advance will be prorated and refunded to the client.

All financial planning fees paid to WaterFront are separate and unrelated to any fees or expenses assessed by any broker, custodian, or other outside party.

### ***Retirement Plan Services***

Fees charged for retirement plan services may be charged in advance or in arrears depending on the service provided. Plan fees may be fixed or asset based (not to exceed 2.00% annually), and are negotiable depending on the complexity of the service. Plan fee levels (whether fixed or asset based) are primarily based on actual services to be provided.

Plan fees may be deducted directly from the Plan on a quarterly basis, or clients may elect to alternatively pay fees by check or wire transfer.

Plan Fees for partial periods are prorated. Upon termination, any payments made in advance will be prorated and refunded to the client.

As mentioned above, participants may separately engage WaterFront for participant level services. Participant fees are generally asset based (not to exceed 1.00% annually), and are negotiable depending on the complexity of the service. Participant fees are generally deducted directly from the Participant's account on a quarterly basis. Fees for partial periods are prorated. Upon termination, any payments made in advance will be prorated and refunded to the client.

All retirement plan fees paid to WaterFront are separate and unrelated to any fees or expenses assessed by any broker, custodian, or other outside party.

## **Item 6 – Performance-Based Fees & Side by Side Management**

WaterFront does not currently accept performance-based fees – that is, fees based on a share of capital gains on or capital appreciation of the assets of a client. Therefore, WaterFront does not simultaneously manage both accounts that are charged a performance-based fee and accounts that are charged another type of fee, such as an hourly, flat or an asset-based fee, also known as side-by-side management.

## **Item 7 – Types of Clients**

As described in Item 4, WaterFront offers advisory and planning services for individuals, families, trusts, foundations and pension plans. WaterFront Financial recommends (but does not require) that clients have at least \$25,000 in total manageable assets.

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

### **Methods of Analysis & Investment Strategies**

Waterfront believes each client has unique investment needs and we are committed to providing a multitude of high quality investment options to enable us to best serve the investment needs of our clients.

In order to accomplish this, we have developed several strategies including:

- Active Fund Strategies that invest in low cost shares of mutual fund managers that possess significant skill to outperform peers over time. We have developed nine different strategies that we feel cover most client investment needs.

- Passive Strategies that invest in several very low cost exchange traded funds that seek to replicate the returns of various indices. We have developed five different strategies to support client investment needs.
- Enhanced Passive Strategies that are very low cost while also providing the opportunity to outperform indices over time. We have developed five strategies based on Dimensional Funds.
- Individual Security Strategies that provide differentiated investment approaches that may not be available on other platforms. These strategies are the lowest cost strategies and are designed to support clients that desire to own individual securities.
- Custom Strategies that are tailored to suite a particular client's situation. Private Capital, Hedging techniques, State Specific Municipal Bonds are some of several options available to support clients.

Asset allocation and securities selection are determined by WaterFront in conjunction with client objectives. WaterFront and its representatives may use open-ended, no-load, load-waived and/or non-transaction fee mutual funds, as well as domestic and foreign equity securities (common stock), exchange traded funds ("ETFs"), and fixed income securities. WaterFront does not use Wells Fargo equity structured products, uncovered options, inverse or leveraged ETFs, short selling or margin, principal or agency cross trades, annuities, managed futures, or unsolicited trades.

The first step in developing portfolios involves determining a suitable investment mix for each client. Investment experience, time horizon, financial goals, and investor psychology are all factors when creating each asset allocation.

In making investment decisions, we use a range of fundamental and technical factors provided to us by various sources. Fundamental factors may include, but are not limited to, measures such as earnings growth rates, return on capital and dividend yield. Technical factors include measures such as price performance, volatility and trading volume.

WaterFront and/or its representatives may invest all or a significant portion of a client's assets in mutual funds in order to employ the investment strategies described. As a part of our investment strategy and during periods in which we want to have limited market exposure, we may invest in money market/stable value funds or other short-term interest bearing instruments.

All investment strategies inherently expose our clients to various types and varying degrees of risk. Below we discuss those risks in greater detail.

### **Investment Risk**

Investing in securities involves exposing financial assets to various risks that clients should be prepared to bear. The first step is taking time to understand what those risks might be.



## **Mutual Fund & Exchange Traded Fund Risk**

There are specific risks involved in the management of mutual funds and Exchange Traded Funds which are described in detail in their prospectus. In general, ETFs and Mutual funds expose the investor to the strategy specific risk of the fund.

ETFs are subject to substantially the same risks as those associated with the direct ownership of the securities comprising the index on which the ETF is based. Additionally, the value of the investment will fluctuate in response to the performance of the underlying index, and may trade at a premium or discount to the index.

## **Market Risk**

Stock markets can be volatile. The prices of stocks can rise and fall rapidly in response to developments affecting a specific company or industry, or to changing economic, political or market conditions. Investments may decline in value if the stock markets perform poorly. There is also a risk that the investments will underperform the securities markets or particular segments of the securities markets.

## **Portfolio Turnover Risk**

Portfolio turnover refers to the rate at which the selected investments are replaced. This type of turnover also occurs in mutual funds where the individual securities are traded by the fund management teams. Turnover costs (transactional and brokerage costs) may be directly affected by the rate that underlying securities are bought and sold, which may reduce the return. This cost can be mitigated if the underlying securities can be bought and sold without corresponding commission costs. Active trading of securities may also increase your realized capital gains or losses, which may affect the taxes you pay.

## **Foreign Risk**

Foreign markets can be more volatile than the U.S. market due to increased risks of adverse issuer, political, regulatory, market, or economic developments and can perform differently from the U.S. market. Special risks associated with investments in foreign companies include exposure to currency fluctuations, less liquidity, less developed or less efficient trading markets, lack of comprehensive company information, political instability and differing auditing and legal standards.

## **Small and Medium-Size Company Risk**

Small and medium size companies may have narrower markets and more limited managerial and financial resources than do larger, more established companies. As a result, their performances can be more volatile and they may face a greater risk of business failure.

## **Issuer-Specific Risk**

The value of a specific security can be more volatile than the market as a whole and can perform differently from the value of the market as a whole. The value of securities of smaller issuers can be more volatile than that of larger issuers. The value of certain types of securities can be more volatile due to increased sensitivity to adverse issuer, political, regulatory, market, or economic developments. With Bonds there is also the risk of default by the issuer.

### **Derivatives Risk**

Investments in futures and options are considered "derivative" investments. A small investment in derivatives could have a potentially large impact on performance. The use of derivatives involves risks different from or possibly greater than the risks associated with investing directly in the underlying assets. Derivatives can be highly volatile, illiquid and difficult to value, and there is the risk that the hedging technique will fail if changes in the value of a derivative held do not correlate with the portfolio securities being hedged.

### **Put and Call Options Risk**

There are risks associated with the sale and purchase of call and put options. A seller (writer) of a covered call option assumes the risk of a decline in the market price of the underlying security below the purchase price of the underlying security less the premium received, and gives up the opportunity for gain on the underlying security above the exercise price of the option.

### **Inflation Risk**

For some investors, the fear of loss of their account value may drive them to opt for lower returns with less market risk. However, even when an investment promises to provide steady respectable returns, there is still a risk that inflation will chip away at the client's purchasing power, possibly nullifying some of the gains.

### **Risk of Loss**

All investments in securities include a risk of loss of your principal (invested amount) and any profits that have not been realized (the securities were not sold to "lock in" the profit). Stock markets, bond markets fluctuate substantially over time. In addition, as recent global and domestic economic events have indicated, performance of any investment is not guaranteed. As a result, there is a risk of loss of the assets we manage that may be out of our control, and we cannot guarantee any level of performance or that you will not experience a loss of your account assets.

WaterFront does not represent, warrant or imply that the services or methods of analysis used by WaterFront can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to major market corrections or crashes. No guarantees can be offered that clients' goals or objectives will be achieved. Further, no promises or assumptions can be made that the advisory services offered by WaterFront will provide a better return than other investment strategies.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to the evaluation of the firm or the integrity of its

management. WaterFront is currently not subject to, nor has ever been subject to, any legal or disciplinary events of a material nature.

## **Item 10 – Other Financial Industry Activities and Affiliates**

### **Broker Dealer Affiliation**

You should be aware that persons providing investment advice on behalf of WaterFront are registered representatives with Wells Fargo Advisors Financial Network, LLC, a securities broker-dealer, and a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Compensation earned by these persons in their capacities as registered representatives are separate and in addition to our advisory fees. This practice presents the potential for a conflict of interest because persons providing investment advice on behalf of our firm who are registered representatives have an incentive to effect securities transactions for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase securities products through any person affiliated with our firm.

### **Professional Business Relationships**

WaterFront also maintains professional business relationships with various legal, accounting, recordkeeping, third-party administrators (TPAs) and other investment advisory and consulting firms, both locally and around the country. These informal relationships are created to share industry information and insight. WaterFront does not receive any compensation or shared revenue with any of these entities; therefore these relationships hold no conflict of interest for our clients.

## **Item 11 – Code of Ethics**

### **Code of Ethics**

WaterFront has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. The WaterFront Code of Ethics describes the firm's fiduciary duties and responsibilities to clients, and details practices for reviewing the personal securities transactions of supervised persons with access to client information. The Code also requires compliance with applicable securities laws, addresses insider trading, and details possible disciplinary measures for violations. WaterFront will provide a complete copy of its Code of Ethics to any client upon request to the Chief Compliance Officer.

### **Trading Conflicts of Interest**

Individuals associated with WaterFront are permitted to buy or sell securities for their personal accounts identical to or different than those recommended to clients. However, no person employed by the firm is allowed to favor his or her own interest over that of a client or make personal investment decisions based on the investment decisions of advisory clients.

In order to address potential conflicts of interest, WaterFront requires that associated persons with access to advisory recommendations provide annual securities holdings reports and quarterly transaction reports to the firm's Chief Compliance Officer. WaterFront also requires prior approval from the Chief Compliance Officer for investing in any IPOs or private placements (limited offerings).

## **Item 12 – Brokerage Practices**

We recommend the brokerage and custodial services of Wells Fargo Advisors Financial Network LLC, the independent brokerage arm of Wells Fargo & Co., commonly known as FiNet. As noted elsewhere in this document, persons providing investment advice on behalf of WaterFront may also be registered representatives with Wells Fargo Advisors Financial Network, LLC .

We believe that FiNet provides quality execution services for you at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by FiNet, including the value of the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of the services FiNet provides, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

### **Client Directed Brokerage**

If the client directs that trades be executed through another Broker-Dealer, the client is responsible for negotiating the terms and conditions (including, but not limited to, commission rates) relating to all services to be provided by that Broker-Dealer. WaterFront will assume no responsibility for obtaining the “best execution” of your trade.

### **Trade Aggregation**

Transactions for each client account generally will be executed independently unless the Firm decides to purchase or sell the same securities for several clients at approximately the same time. WaterFront may (but is not obligated to) combine or “batch” such orders in an effort to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among its clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and transaction costs and will be allocated among WaterFront' clients in proportion to the purchase and sale orders placed for each client account on any given day. If WaterFront cannot obtain execution of all the combined orders at prices or for transactions costs that it believes are desirable, the Firm will allocate the securities that it does buy or sell as part of the combined orders by following WaterFront' order allocation procedures.

## **Research and Other Benefits**

FiNet provides WaterFront with certain research and technology. FiNet may provide such services without cost or at a discount. WaterFront receives the software and support because it renders investment services to clients that maintain assets at FiNet. FiNet provides certain research services to the Advisor without monetary cost.

The availability of these services from our custodian benefits us because we do not have to produce or purchase them. Of course, this may give us an incentive to recommend that you maintain your account with a custodian based on our interests rather than yours, which is a potential conflict of interest. We believe, however, that our selection of our custodians and brokers is in the best interests of our clients, and is primarily supported by the scope, quality, and price of services provided and not the custodians' services that benefit only us.

Additionally, WaterFront receives the following benefits from FiNet: receipt of duplicate client confirmations and bundled duplicate statements, access to block trading (provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts) and access to an electronic communication network for client order entry and account information.

## **Item 13 – Review of Accounts**

### **Reviews**

Account holdings are reviewed relative to value on an ongoing basis. Account holdings will also be reviewed relative to client situation on a quarterly basis, and each client's situation will be reviewed on less frequently than annually. Client accounts will be rebalanced as required. Reviews are conducted by the firm's Principal, Roger C. Ratlaff, Jr, and or other Investment Advisor Representatives (IARs) of the firm.

Changes in a client's situation, such as investment goals, financial position, unusual economic, industry or individual investment developments will generally trigger a review. Marriage, divorce, death, change in employment, birth of a child, retirement, etc. may also trigger the need for additional reviews. Additionally, more active accounts and/or larger accounts may be reviewed more often as situations dictate.

### **Reports**

Clients will receive monthly statements from the custodian detailing all transactions made on their behalf. If the client's account has no activity, the custodian will provide a quarterly statement. This statement will include all deposits, withdrawals, as well as entries showing the associated management fees and expenses charged/debited from the client's accounts. These reports will show the current market values and transactions during the past month or quarter as well as interest, dividends and capital gains for the reporting period.

WaterFront may also provide clients with additional reports, such as performance reports, market analysis, etc., depending on the engagement.

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

### **Referral Arrangements**

WaterFront does not pay a cash fee, directly or indirectly, for client solicitations.

### **Other Compensation**

WaterFront does not receive any sales award or prizes in connection with providing advisory services to clients. The firm may however receive economic benefits from our custodian in the form of the support products and services that are made available to us and to other independent investment advisors. These products and services, how they benefit us, and the related conflicts of interest are described in Item 12 above. The availability to us of our custodian's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

## **Item 15 - Custody**

Accounts are held at First Clearing, LLC a registered broker-dealer and non-bank affiliate of Wells Fargo & Company. WaterFront will not maintain custody of clients' funds or securities, but may have limited control to trade on a client's behalf or to deduct fees when authorized.

You will receive account statements directly from your custodian at least quarterly. The statement will be sent to the email or postal mailing address you provided to the custodian. You should carefully review these statements promptly when you receive them. WaterFront urges you to carefully review such statements and compare such official custodial records to the account statements or other reports you may receive from us. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

## **Item 16 – Investment Discretion**

WaterFront manages money on a discretionary and non-discretionary basis. In most circumstances, clients grant WaterFront complete discretion. Clients who open discretionary accounts are required to execute an Investment Advisory Agreement which, among other things, grants WaterFront advisor representatives authority to manage their assets on a discretionary basis, meaning we have the authority to select the identity and amount of securities to be bought or sold in the clients' account without obtaining specific client consent. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objective for the particular client account. For non-discretionary accounts, WaterFront will contact the client prior to executing any transaction.

Clients may impose restrictions on investing in certain securities or types of securities. When selecting securities and determining amounts, WaterFront observes the investment policies, limitations and restrictions of the clients for which it advises, if any. For registered investment

companies, WaterFronts' authority to trade securities may also be limited by certain federal securities and tax laws.

## **Item 17 – Voting Securities**

WaterFront does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Proxies are mailed to each client directly by the respective custodian.

From time to time, securities held in the accounts of clients may be the subject of class action lawsuits. WaterFront offers no legal services, and therefore has no ability, and accepts no obligation, to determine if securities held by the client are subject to a pending or resolved class action lawsuit. WaterFront also accepts no obligation to evaluate a client's eligibility or to submit a claim to participate in the proceeds of a securities class action settlement or verdict. Furthermore, WaterFront accepts no obligation or responsibility to initiate litigation to recover damages on behalf of clients who may have been injured as a result of actions, misconduct or negligence by corporate management of issuers whose securities are held by clients. WaterFront accepts no obligation to provide advice or take any action on behalf of Client with respect to securities formerly held in the account(s), or the issuers thereof, which become the subject of any legal proceedings, including but not limited to bankruptcies.

Although WaterFront will not provide proxy, class action, or other such advice, clients may contact WaterFront with general questions about solicitations.

## **Item 18 – Financial Information**

Registered investment advisers are required in this Item to provide clients and prospective clients with certain financial information or disclosures about their firm's financial condition. WaterFront has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

## **WaterFront Wealth, Inc.**

[www.WaterFrontWealth.com](http://www.WaterFrontWealth.com)

### **Privacy Policy**

At WaterFront Wealth, Inc. (“WaterFront”), our relationship with you is our most important asset. We are privileged that you have entrusted us with your financial affairs and are committed to safeguarding the privacy of the information we collect. As an SEC-regulated financial institution, WaterFront is required to obtain certain personal, nonpublic information about you. The following Privacy Policy demonstrates our commitment to the confidentiality of your personal information.

### **HOW AND WHY WE OBTAIN PERSONAL INFORMATION**

WaterFront may collect this nonpublic personal information about you in any of the following ways:

- New Account Application (i.e. Social Security number, date of birth, income and assets)
- Transaction activity (types of transactions, balances)
- Information about your transactions and account experience with WaterFront Wealth, Inc.
- Information from consumer reporting agencies (for example, to verify your identity, to assess your creditworthiness)
- Information from other outside sources regarding your employment, credit, or other relationships relevant to the services provided by us
- Demographic and other general information we obtain that allows us to develop new services that we can offer you; WaterFront limits the collection, use, and retention of your personal information to the extent of assisting us to properly administer our business, service your account and to continue to improve our services to you.

### **HOW WATERFRONT PROTECTS THE COLLECTION OF YOUR INFORMATION**

WaterFront recognizes the importance of protecting your personal information and therefore we take the responsibility of handling both your trust and personal information extremely seriously. WaterFront does not sell client information to anyone. WaterFront does not disclose any nonpublic personal information about you, whether you are a current client or a former client, to anyone, except as permitted by law or as authorized by you. We may share your personal information that we collect “*on a strictly limited, confidential basis*” with the following entities:

- Affiliates such as service providers;
- Unaffiliated third parties such as the custodian;
- Regulatory agencies such as the SEC along with federal and state law enforcement agencies;
- Governmental agencies such as the IRS;
- Credit reporting and verification resources;
- In connection with a subpoena or similar legal process, a fraud investigation, or an audit.

WaterFront restricts access to your personal and account information to those associates who need to know that information to provide products or services to you or to assist you with the ongoing maintenance of your account. We maintain physical, electronic, contractual and



procedural safeguards to guard your nonpublic personal information. WaterFront will provide you with a copy of our privacy policy annually, as long as you maintain an account with us. WaterFront reserves the right to make changes to this policy and in so doing, we will notify you in writing before we make changes that affect the way we collect or share your information.

If you are a former client of WaterFront, your information will be treated in the same manner as that of our current clients.

You can obtain a written copy of our Privacy Policy by emailing us at [operations@wfwealth.com](mailto:operations@wfwealth.com) or by calling us at (855) 875-0100.

## Appendix 1: Wrap Fee Programs

### Item 1. Cover Page

#### *Wrap Fee Brochure for WaterFront Investment Strategy Platform*

#### *Investment Advisory Services of WaterFront Wealth*

**May 05, 2017**

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[www.waterfrontwealth.com](http://www.waterfrontwealth.com)

*Additional information about WaterFront Wealth, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

*This wrap fee brochure provides information about the qualifications and business practice of WaterFront Wealth Inc. and our WaterFront Investment Strategy Platform (the "Program"). This information should be considered before becoming a Client of this Program. If you have any questions about the Program or the contents of this brochure, please contact us at the telephone number above.*

*This information has not been approved or verified by United States Securities and Exchange Commission or by any state securities authority. The advisory services described in this brochure are not insured or otherwise protected by the U.S. Government, the Federal Deposit Insurance Corporation, the Federal Reserve Board, or any other government agency and involve risk, including the possible loss of principal.*

## **Item 2. Material Changes**

This Brochure Appendix dated May 05, 2017 represents an amendment to the Brochure Appendix for WaterFront Wealth, Inc.

Since the filing of the firm's annual update brochure on March 8, 2017, we have updated the Brochure to reflect updates to the firm's investment strategies. We have also made various other updates to our Brochure Appendix but no other material changes were made.

Pursuant to regulatory requirements, we will deliver to you a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. All such information will be provided to you free of charge.

Currently, our Brochure may be requested by contacting us at (913) 951-5800.

Additional information about the firm is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with the firm who are registered as investment adviser representatives of the firm.

### Item 3. Table of Contents

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## **Item 4. Service, Fees, and Compensation**

WaterFront Wealth, Inc. (“WaterFront” or “we”) is a corporation organized and based in the state of Kansas. WaterFront was founded in 2012 by Roger C. Ratzlaff Jr., the firm’s principal owner and managing director. Mr. Ratzlaff began his career in investment planning in 1988 with A.G. Edwards, a predecessor firm of Wells Fargo Advisors. In May of 2012, Roger and a small group of financial advisors set out to start WaterFront Wealth. Mr. Ratzlaff remains a registered representative with Wells Fargo Financial Advisors Network, LLC (a FINRA registered broker dealer), and representatives of WaterFront operate a registered branch office of the broker-dealer. He and his team work together to provide customized strategies for a wide range of clients.

WaterFront provides certain investment management strategies through the WaterFront Investment Strategy Platform Wrap Fee Advisory Program (“The Program”) where it serves as the Program’s sponsor and investment adviser. The Program is fee based (see schedule below). Wrap Fee Program fees are negotiable. Although the Program is no longer offered to new clients, the Program continues to be provided to legacy clients.

### **Description of Investment Management Services Offered**

When providing investment management service under the Program, WaterFront not only makes recommendations related to investments, but also implements these recommendations and provides ongoing monitoring and reporting. However, you will retain the right to: (1) withdraw securities or cash; (2) vote on shareholder proposals of beneficially owned security issues, or delegate the authority to vote on such proposals to another person; (3) be provided, in a timely manner, with a written confirmation or other notification of each securities transaction, and all other documents required by law to be provided to security holders; and (4) proceed directly as a security holder against the issuer of any security in your Account.

We may also give advice and take action in the performance of our duties to other Clients that differ from the advice we give you, or the timing and nature of actions we may take for any of these Program. Additionally, we may be limited in our ability to divulge or act upon certain information we possess as a result of securities related associations or other confidential sources.

WaterFront employs a flexible investment strategy in the management of client assets using the Wells Fargo Advisor’s PIM program. The PIM program is a discretionary program in which a Wells Fargo financial advisor serves as a client’s portfolio manager. The PIM program is made available to Wells Fargo financial advisors with prior portfolio management experience, and the program allows them to manage portfolios based on their own personal investment styles. WaterFront was established as a separate investment advisory firm for the purpose of offering services under this program.

## Fees and Compensation

Clients in the Program strategies described in this brochure are charged a "Wrap Fee" on Eligible Assets that covers advisory, execution, custodial, and reporting services. The Standard Fee Schedules for each Program are set forth below. The standard fees may be negotiable. For transactions in Excluded Assets, you will pay all of our usual and customary commissions, transaction fees and other charges. Excluded Assets are not included in the calculation of the Wrap-Fee. Commissions and fees on Excluded Assets and other charges will be assessed against your Account on or about the transaction date or another date when assessed by us. See below for details on fee exclusions, calculations, refunds and other information.

The standard Fee Schedule is as follows:

Account Size	Annual Fee
Up to \$249,999	1.25% to 2.50%
\$250,000 to \$749,999	1.25% to 2.25%
\$750,000 to \$4,999,999	.75% to 2.00%
Over \$5,000,000	Negotiable

There is a minimum fee of \$250 per quarter for Accounts in the Program. You should be aware that the imposition of the minimum fee for any of the above Program may cause the Program fee rate (expressed as a percentage) to be greater than the fee stated in the Fee Schedule tables above. Under certain circumstances, the minimum fee may be waived.

You should be aware that Program fees charged may be higher or lower than those otherwise available if you were to select a separate brokerage service and negotiate commissions in the absence of the extra advisory service provided. Our fee schedules may be subject to negotiation depending upon a range of factors including, but not limited to, account sizes and overall range of services provided.

You should consider the value of these advisory services when making such comparisons. The combination of custodial, advisory and brokerage services may not be available separately or may require multiple Accounts, documentation and fees. You should also consider the amount of anticipated trading activity when selecting among the Programs and assessing the overall cost. Advisory Programs typically assume a normal amount of trading activity and, therefore, under particular circumstances, prolonged periods of inactivity or asset allocations with significant fixed income or cash weightings may result in higher fees than if commissions were paid separately for each transaction.

If you liquidate securities prior to initiating or after terminating Program services, you will be subject to customary brokerage charges with respect to that transaction, in addition to any Program fees that are applicable during the period. For securities purchased previously in a brokerage account and subsequently moved into an advisory account, these securities may be included in the calculation of the Program fee, in addition to any previous brokerage charges paid.

A portion of the fees or commissions charged for the Programs described here will be paid to a WaterFront Advisor ("Advisor") in connection with the introduction of Accounts as well as for providing client-related services within the Program. This compensation may be more or less than an Advisor would receive if you paid separately for investment advice, brokerage, and other

services, and may vary, depending on the program or services offered. If an Advisor wishes to discount the Program Fee below certain levels, he may have the ability to do so, but may earn reduced compensation associated with the discount. This creates an incentive for Advisors to price accounts at or above those levels. We may also advance to our Advisors a portion of the future estimated fees for Clients who invest in a Program. Therefore, your Advisor may have an incentive to recommend these Programs over other Programs or services. No portion of the fee will be paid to an outside portfolio manager, since WaterFront serves as both the sponsor and the manager.

WaterFront also offers other non-wrap fee services. We may have an incentive to recommend the use of one advisory Program over another based upon the fees of each Program, the Adviser payout specific to each Program, embedded costs of each Program (such as manager fees, and expense ratios for mutual funds or ETFs) or other compensation considerations. We intend, however, to make all recommendations independent of such considerations and based solely on our obligations to consider your objectives and needs.

Unless agreed to otherwise, you authorize us to deduct fees at the rate indicated in the Fee Schedule for your Program quarterly, in advance, from your Account(s). For the purposes of calculating the Program fees, "account Value" means the sum of the absolute market value of all eligible long and short security positions, including accrued income, cash and cash alternatives held in your account. If your account has short positions, the account Value reflects the short position's absolute value. A short position does not offset the value of long positions in the account. In valuing your account, we will use the closing prices or, if not available, bid prices of the last recorded transactions for listed securities, options and over-the-counter NASDAQ securities. For mutual funds, we will use the fund's most current net asset value, as computed by the fund company. In doing so, we will use the information provided by quotation services believed to be reliable. If any such prices are unavailable or believed to be unreliable, we will determine prices in good faith so as to reflect our understanding of fair market value. Due to trade date or settlement date accounting, the treatment of accrued income and other factors, the Account Value used in the calculation of fees may differ from that shown on your monthly account statement and/or performance report.

The initial fee is calculated as of the date that the Account is accepted into the Program and covers the remainder of the calendar quarter. Subsequent fees will be calculated in advance and will be determined for calendar quarter periods and shall be calculated on the value of the Account on the last business day of the prior calendar quarter. Under no circumstances, will WaterFront receive more than \$500 in fees per client six months or more in advance.

Whenever there are changes to the fee schedule, the schedule charges previously in effect shall continue until the next billing cycle. We may modify or change any provisions of the Client Agreement after 15 days written notice to you.

### **Risk in the Use of Margin**

Generally, the Program strategies do not employ margin. To the extent margin is used in your Account, you should be aware that the margin debit balance does not reduce the market value of eligible program assets. If you use margin to purchase additional securities, your total value of eligible program assets increases and therefore your asset-based fee will increase. In addition, you will be

charged margin interest on the debit balance in your account.

The increased asset-based fee that you pay may provide an incentive for your Financial Advisor to recommend the use of margin. However, we intend to make all recommendations independent of such considerations and based solely on our obligations to consider your objectives and needs. Please note that using margin is not suitable for all investors; the use of margin increases leverage in your account and therefore increases its risk.

### **Costs of Investing in Mutual Funds**

In addition to Program fees, as a shareholder of a money market, mutual fund, CEF or ETF, you will bear a proportionate share of the fund's expenses, including investment management fees that are paid to the fund's investment advisor. We may receive fees from these mutual funds or closed-end funds. For more information about these funds, refer to their prospectuses.

You should be aware that you may invest in money market funds or mutual funds directly without incurring the fee charged for participation in a Program. In addition, certain institutional investors may directly purchase a class of shares of certain money market funds or funds that do not charge shareholder services, sub-accounting or other related fees. If you do, however, you will not receive the various Program Services provided under the Program and some mutual funds may impose a sales load on direct investments. You will receive a prospectus for each money market and mutual fund purchased, as required by securities regulations.

We may also receive payments in the form of marketing support from mutual fund companies.

Certain funds make multiple no-load, institutional, advisory, or load-waived share classes available for purchase through investment advisory Programs and agree to waive minimums and redemption fees in certain instances. These share classes may be available only through our investment advisory Programs and have different and lower shareholder servicing, sub-accounting, investment management and 12b-1 fees and charges from other shares classes offered by those Funds. As a result, some Clients may have purchased these lower-cost institutional share classes, while others may have purchased a non-institutional share class. You authorize us, at our discretion, to convert existing mutual funds in your Account to any available institutional share or advisory program share class ("Advisory Share Class") without your prior consent. We review our policies, procedures and systems to determine whether to continue to support these multiple no-load and load-waived share classes, and reserve the right to no longer offer certain share classes within our Programs.

To the extent that cash used for investment in the Program comes from redemption proceeds of or deposits of your existing mutual funds or other securities investments, you should consider the cost of any sales charges or commissions you paid, which are in addition to the Program fee on the same assets.

### **Account Termination**

Client Agreements may be terminated by either party at any time upon written notice. If you terminate your Agreement, a pro rata refund will be made, less reasonable start-up costs. In the event of cancellation of the Client Agreement, fees previously paid pursuant to the Fee Schedule will be refunded on a pro rata basis, as of the date notice of such cancellation is received by the non-canceling party, less reasonable start-up costs.



If you choose to terminate your Agreement with our investment advisory Program, we can liquidate your Account if you instruct us to do so. If so instructed we will liquidate your Account in an orderly and efficient manner. We do not charge for such redemption; however, you should be aware that certain mutual funds impose redemption fees as stated in their fund prospectus. You should also keep in mind that the decision to liquidate security issues or mutual funds may result in tax consequences that should be discussed with your tax advisor.

We will not be responsible for market fluctuations in your Account from the time of written notice until complete liquidation. All efforts will be made to process the termination in an efficient and timely manner. Factors that may affect the orderly and efficient liquidation of an Account might be size and types of issues, liquidity of the markets, and market makers' abilities.

## **Item 5. Account Requirements and Types of Clients**

### **Account Requirements**

A minimum initial Account value of at least \$25,000 is required to establish a Program Account. Under certain circumstances the Account minimum may be waived. Certain investment options may require initial investments greater than the Program minimum Account value. We may terminate Client Accounts with written notice if they fall below minimum Account value guidelines established by us.

### **Types of Clients**

We provide the advisory services described in this brochure to individuals, trusts, foundations, estates or charitable organizations, corporations or other business entities.

## **Item 6. Portfolio Manager Selection and Evaluation**

WaterFront functions not only as the Wrap Program sponsor but also as the portfolio manager. No outside portfolio managers are used.

Since WaterFront functions as the Wrap Program's sole portfolio manager, a conflict of interest may exist because WaterFront pays certain client trading costs from its fee. This may give us an incentive to make recommendations that cost us less, or to recommend fewer trades, regardless of the benefit to our client. However, we feel that the cost of trading is not material enough to influence our investment recommendations, and we feel that the harm to our clients and our reputation far outweighs any potential cost savings. It is our policy to always act in the best interests of our clients.

### **Advisory Business**

The Program's Investment Philosophy is to develop and manage strategies and portfolios that enable clients to achieve risk-adjusted market performance during upward markets while enabling the tactical flexibility to reduce risk in unfavorable environments.

In order to accomplish this we intend to employ the following methods and strategies:

- We will adhere to the Modern Portfolio Theory for the macro-risk tolerance of each strategy.

- Stock-to-bond ratios are to be maintained within a tolerance range for each strategy.
- Macro portfolio adjustments will become strategies when the team determines a significant trend is occurring. Otherwise, tactical portfolio adjustments will be left to managers and advisers within the tactical sleeve of the strategies.
- We will monitor and evaluate risk, utilizing portfolio standard deviation and beta measurements. The evaluation of other risk measures will take place when deemed reliable and necessary.
- Strategies may employ a tactical component by utilizing managers. Managers, by prospectus, possess the flexibility to make highly tactical shifts in holdings based on their view of the investing environment. The teams' due diligence process focuses on risk-adjusted performance as well as the core research methodology and philosophy the manager chooses to utilize.
- All managers used in strategies will have exhibited a sufficient track record with the existing firm or prior firm. The uses of similar disciplines satisfy the team of the firm's ability to replicate its processes.

The ongoing monitoring of overall strategies and individual manager performance will use Morningstar reporting as well as available reports. All core strategies offered through the Program are developed from the analyses of public filings, general economic and market trends, research, and investment and portfolio analyses. WaterFront core strategies can hold any US-exchange traded security including ADRs and ETFs.

To determine client suitability and core strategy selection WaterFront relies upon the information provided to it by the client, including the application and suitability questionnaire. Client may impose reasonable restrictions, subject to approval, on the management of the Account, including the designation of specific securities or a specific category of securities, that should not be purchased for the Account or that should be sold if held in the Account, and may reasonably modify such restrictions from time to time.

### **Services Tailored to Individual Client Needs**

All of our investment recommendations for Program Accounts are based on an analysis of your individual financial needs. They are drawn from research and analysis we believe to be reliable and appropriate to your financial circumstances. Each of the advisory services we offer is tailored to a specific type of investor and designed to meet their individual investment objectives, financial needs and tolerance of risk. A detailed description of these Programs is provided in the "Services, Fees and Compensation" section.

### **Client Restrictions and Instructions**

We will comply with any reasonable instructions and/or restrictions you give us when making recommendations for your Account. Reasonable instructions generally include the designation of particular securities or types of securities that should not be purchased for the Account, or that should be sold if held in the Account.

If your restrictions are unreasonable or if we or your Financial Advisor believe that the restrictions are inappropriate, we will notify you that, unless they are modified, we may *remove* your Account from the Program. You will not be able to provide instructions that prohibit or restrict the investment advisor of an open-end or closed-end mutual fund or exchange-traded funds, with respect to the

purchase or sale of specific securities or types of securities within the fund.

Our policy is generally to liquidate your preexisting securities portfolio immediately and bring the Account into conformity with your target allocations. If you wish to hold certain positions for tax or investment purposes, you should consider holding these positions in a separate Account.

### **Performance-Based Fees and Side-By-Side Management**

We do not charge performance-based fees in any of our investment advisory Programs. We do not have any side-by-side management situations.

### **Methods of Analysis, Investment Strategies and Risk of Loss**

WaterFront advisers use both fundamental and quantitative research as well as other independent research. Portfolio Managers may develop a specific investment philosophy using the mix of these analysis methods. Quality and concentration requirements are established to provide an overall discipline and quality element to the Program. Such strategies ordinarily include long and short-term purchase of securities and, depending on your objectives and the Portfolio Manager's investment philosophy (if so used), supplemental *covered* option writing. However, in special circumstances the strategies may also include margin transactions, other option strategies and trading or short sale transactions.

### **Risk of loss**

All investments shall be at your risk exclusively, and you must understand that we do not guarantee any return on the investments recommended or advised upon and may not be responsible for losses resulting from such trading or for any transactions that we have not recommended to you.

### **Voting Client Securities**

We do not vote proxies for Advisory Program Accounts *over* which we exercise discretion. We will not render any advice or take any action with respect to information related to Non-Program Asset securities, or the issuer of such securities.

### **Item 7. Client Information Provided to Portfolio Managers**

All Clients must provide information on their investment objectives, financial circumstances, risk tolerance and any restrictions they may wish to impose on investment activities. We will notify you at least annually to update your information and indicate if there have been any changes in your financial situation, investment objectives or instructions; and you agree to inform us in writing of any material change in your financial circumstances that might affect the manner in which your assets should be invested.

### **Item 8. Client Contact with Portfolio Managers**

In the Program, your WaterFront Advisor is acting in the capacity of Portfolio Manager.

You have no restrictions in contacting your Advisor.

## **Item 9. Additional Information**

### **Disciplinary Information and Other Financial Industry Activities & Affiliations**

WaterFront Advisers are registered with a broker-dealer and the WaterFront investment advisory Firm. We have no disciplinary information to report, however disciplinary can be obtained at the sites below:

For more information on broker/dealer related disciplinary events you may visit:

<http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/>

Our investment advisory disciplinary history is available by going to:

<http://www.adviserinfo.sec.gov/>

### **Other Financial Industry Activities or Affiliations**

Client transactions are executed and client accounts are carried by Trade-PMR, a registered broker-dealer and a qualified custodian. Trade-PMR is a member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC").

Mr. Ratzlaff remains a registered representative with Wells Fargo Financial Advisers Network, LLC. Separate and apart from the advisory services offered through WaterFront Wealth, Roger Ratzlaff offers brokerage services and investment recommendations as a Registered Representative of Wells Fargo Advisors Financial Network, LLC. WaterFront Wealth is independent of Wells Fargo Advisors Financial Network, LLC.

Unless otherwise stated as the case, the investment advisory services offered and the underlying stock, bonds, mutual funds and other securities bought or sold through us are not deposits of any bank and are not insured or otherwise protected by the Federal Deposit Insurance Corporation ("FDIC") or another government agency.

WaterFront also offers non-wrap fee service to its clients. Additional information about those services may be found in WaterFront Wealth, Inc. ADV Part 2A.

We have no other financial industry activities or affiliations to report.

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

We have no other information to report in addition to that reported in ADV Part 2A above.

### **Review of Accounts**

We have no other information to report in addition to that reported in ADV Part 2A above.

**Client Referrals and Other Compensation**

We have no other information to report in addition to that reported in ADV Part 2A above.

**Financial Information**

We have no other information to report in addition to that reported in ADV Part 2A above.