

## **INFORMATIONAL BROCHURE**

**BRIDGERS SCHILL WEALTH MANAGEMENT GROUP, LLC**

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**This brochure provides information about the qualifications and business practices of Bridgers Schill Wealth Management Group, LLC. If you have any questions about the contents of this brochure, please contact us 856-500-2900. 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. Bridgers Schill Wealth Management Group, LLC is a registered investment adviser. Registration as an investment adviser does not imply any special degree of skill or training, or any sort of approval by any regulatory authority of an adviser's investment methods.**

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

## **Item 2: Statement of Material Changes**

Bridgers Schill Wealth Management Group, LLC has completed Form ADV Part 2A as part of its registration with the Securities and Exchange Commission. There are no material changes to report.

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## **Item 4: Advisory Business**

Bridgers Schill Wealth Management Group, LLC (“BSWM”) was formed in 2015. Samuel C. Bridgers, III and Vaughn R. Schill are the firm’s principals. While the firm was founded in 2015, the firm’s principals and advisors have over fifty (50) years of experience in the finance industry.

BSWM provides personalized financial planning and/or investment management services. Clients advised may include individuals, trusts, foundations, and corporations.

### **Financial Planning**

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In most cases, the client will supply to BSWM information including income, income sources, investments, savings, insurance, tax, assets and liabilities, age and many other items that are helpful to the firm in assessing your financial goals. The information is typically provided during personal interviews and supplemented with written information. Once the information is received, we will discuss your financial needs and goals with you, and compare your current financial situation with your stated goals. Once these are compared, we will create a financial and/or investment plan to help you meet your goals.

The plan is intended to be a suggested blueprint of how to meet your goals. Not every plan will be the same for every client. Each one is specific to the client who requested it. Because the plan is based on information supplied by you, it is very important that you accurately and completely communicate to us the information we need. Also, your circumstances and needs may change as your engagement with us progresses. It is very important that you continually update us with any changes so that if the updates require changes to your plan, we can make those changes. Otherwise, your plan may no longer be accurate.

### **Asset Management**

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BSWM requires each client to place at least \$250,000 with the firm. This minimum may be waived at the discretion of BSWM.

Asset management services may be provided on a “discretionary” or on a “non-discretionary” basis. When BSWM is engaged to provide asset management services on a discretionary basis, we will monitor your accounts to ensure that they are meeting your asset allocation requirements. If any changes are needed to your investments, we will make the changes. These changes may involve selling a security or group of investments and buying others or keeping the proceeds in cash. You may at any time place restrictions on the types of investments we may use on your behalf, or on the allocations to each security type. You will receive written or electronic confirmations from your account custodian after any changes are made to your account. You will also receive monthly statements from your account custodian. Clients engaging us on a discretionary basis will be asked to execute a Limited Power of Attorney (granting us the discretionary authority over the client accounts) as well as an Investment Management Agreement that outlines the responsibilities of both the client and BSWM.

When a client engages us to provide investment management services on a non-discretionary basis, we monitor the accounts in the same way as for discretionary services. The difference is that changes to your

account will not be made until we have confirmed with you (either verbally or in writing) that our proposed change is acceptable to you.

As of November 1, 2016, BSWM had approximately 1810 discretionary accounts, totaling approximately \$232,712,420 of assets under management and 37 non-discretionary accounts, totaling approximately \$50,000,000 of assets.

## **Wrap Program**

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For some clients, BSWM may include certain transactional costs in the client's management fee. This arrangement is referred to a "Wrap Program". For accounts in the Wrap Program, BSWM will pay a fee to Schwab Advisor Services based on the total amount of client assets enrolled in the Wrap Program, thus taking on many of the clients' transactions cost. Fees included in the wrap fee include transaction fees for the purchase or sale of securities, but do not include expenses related to the use of margin, wire transfer fees, the fees charged to shareholders of mutual funds or ETFs, mark-ups and mark-downs, spreads, odd-lot differentials, fees charged by regulatory agencies, and any transaction fees for securities trades executed by a broker-dealer other than Schwab Advisor Services. Expenses for the management fees of third party managers are also not included in the Wrap Program, and to the extent utilized, you will be responsible for such fees. Because BSWM will be managing the assets of wrap fee program clients the same way as other non-wrap fee program clients, the use of external portfolio managers within the wrap program is expected to be limited. To the extent a third party manager is utilized, the fees payable to such managers will not be included in the wrap program. Therefore, there is no difference between how BSWM manages wrap free accounts and how BSWM manages other accounts.

Because of the nature of a wrap fee program, where wrap fees are not tied to an account's frequency of trading and apply to generally all assets in the account, the wrap fee program client may pay more or less than if the client had compensated BSWM outside of the wrap fee program. For example, if a client's account is rarely traded, the transaction fees the client would have paid would be minimal, thus limiting the benefits of "wrapping" management fees and transaction fees. Clients whose accounts will be rarely traded should carefully consider whether the Wrap Program is appropriate. Clients are not required to participate in the Wrap Program. BSWM receives a portion of the wrap fee for our services.

BSWM does not engage other portfolio managers to manage assets within the wrap fee program. To the extent a third party manager is utilized, the fees payable to such managers will not be included in the wrap program. BSWM is the sole portfolio manager in the wrap program, which means that BSWM receives a portion of the wrap fee for our services. Transaction fees are paid to various broker-dealers, mutual funds and ETFs. The remainder of the wrap fee is the management fee payable to BSWM. As discussed more fully in the wrap brochure, the transaction fees paid to Schwab are based on a fixed rate that is based on the total amount of assets BSWM clients have in custody with Schwab, where the rate drops as the amount of assets in custody increases. Accordingly, BSWM does not receive greater compensation for placing or not placing trades. However, BSWM does have an incentive to recommend Schwab to clients in order to reduce the fixed fee for transactions. BSWM attempts to mitigate this conflict by requiring that the firm's employees acknowledge their fiduciary duty to place client interests ahead of their own, evaluating all aspects, including the wrap program, asset-based or transaction pricing when considering what broker-dealers to recommend.

BSWM will receive no additional compensation for offering the wrap fee program.

Please see the separate Wrap Fee Brochure for a more complete description of the Wrap Program.

## **Item 5: Fees and Compensation**

### **A. Fees Charged**

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All clients will be required to execute a written agreement that will describe the type of services to be provided and the fees, among other items.

#### *Financial Planning*

Financial planning fees can be hourly, on a fixed fee basis, or included with asset management services. Our hourly charge is \$400 per hour. Fixed fees will be between \$2,000 and \$10,000. The fee range stated is a guide. Fees may be higher or lower than this range, based on the nature of the engagement. Fees are negotiable, and will depend on the anticipated complexity of your plan.

#### *Asset Management*

Generally, fees vary from 0.50% to 2.00% per annum of the net value of a client's accounts managed by BSWM. The fee range stated is a guide. Fees are negotiable, and may be higher or lower than this range, based on the nature of the account. Factors affecting fee percentages include the size of the account, whether it participates in the Wrap Program, complexity of asset structures, and other factors.

### **B. Fee Payment**

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Fees for financial planning and/or consulting will be billed to each client. If the client terminates the agreement prior to completion of the services, any unearned fees will be returned to the client.

Investment advisory fees will be debited directly from each client's account. The advisory fee is paid quarterly, in advance, and the value used for the fee calculation is the net value as of the last market day of the previous quarter. This means that if your annual fee is 1.00%, then each quarter we will multiply the value of your account by 1.00% then divide by 4 to calculate our fee. Once the calculation is made, we will instruct your account custodian to deduct the fee from your account and remit it to BSWM.

Clients whose fees are directly debited will provide written authorization to debit advisory fees from their accounts held by a qualified custodian chosen by the client. The client will also receive a statement from their account custodian showing all transactions in their account, including the fee.

### **C. Other Fees**

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There are a number of other fees that can be associated with holding and investing in securities. BSWM will be responsible for fees including transaction fees for the purchase or sale of a mutual fund or Exchange

Traded Fund, or commissions for the purchase or sale of a stock. Expenses of a fund will not be included in management fees, as they are deducted from the value of the shares by the mutual fund manager. For a complete discussion of expenses related to each mutual fund, you should read a copy of the prospectus issued by that fund. BSWM can provide or direct you to a copy of the prospectus for any fund that we recommend to you.

Please make sure to read Item 12 of this informational brochure, where we discuss broker-dealer and custodial issues.

#### **D. Pro-rata Fees**

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If you become a client during a quarter, you will pay a management fee for the number of days left in that quarter. If you terminate our relationship during a quarter, you will be refunded the portion of the prepaid management fee for the remainder of the quarter. Once your notice of termination is received, we will refund the unearned fees to you in whatever way you direct (check, wire back to your account).

#### **E. Compensation for the Sale of Securities**

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To permit BSWM clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”) a FINRA member broker-dealer. BSWM may offer certain qualified clients trading services, which gives BSWM the ability to execute trades through PKS of client assets not custodied at Schwab. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those he recommends to clients. Commissions charged for these products will not offset management fees owed to BSWM.

Receipt of commissions for investment products that are recommended to clients gives rise to a conflict of interest for the representative, in that the individual who will receive the commissions is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with BSWM. BSWM attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

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

BSWM will not charge performance based fees.

## Item 7: Types of Clients

Clients advised may include individuals, trusts, foundations, and corporations. BSWM requires each client to place at least \$250,000 with the firm. This minimum may be waived at the discretion of BSWM.

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

It is important for you to know and remember that all investments carry risks. **Investing in securities involves risk of loss that clients should be prepared to bear.**

### *Methods of Analysis and Investment Strategies*

Each client's portfolio will be invested according to that client's investment objectives. We determine these objectives by interviewing the client and/or asking the client to put these objectives in writing. Once we ascertain your objectives for each account, we will develop a set of asset allocation guidelines. An asset allocation strategy is a percentage-based allocation to different investment types. For example, a client may have an asset allocation strategy that calls for approximately 60% of the portfolio to be invested in equity securities, with 20% of that allocated to international equities and the remaining balance in fixed income. Another client may have an asset allocation of 50-60% in fixed income securities and the remainder equities. The percentages in each type that we recommend are based on the typical behavior of that security type, individual securities we follow, current market conditions, your current financial situation, your financial goals, and your time frame to attain your goals. In addition, the allocation percentages we recommend represent the maximum percentage we would target at any given time period. There may be market conditions that require more conservative allocation percentages through the use of incorporating a cash allocation into the portfolio. Thus, a client with an allocation strategy that calls for 60% of the portfolio to be invested in equities, could have an equity percentage that ranges anywhere from 0% to 60% depending upon market conditions. Because we develop an investment strategy based on your personal situation and financial goals, your asset allocation guidelines may be similar to or different from another client's. Once we agree on allocation guidelines, risk tolerance, time horizon, and how to achieve these results, we will develop a written investment policy statement to guide all parties involved in the execution of these goals, including but not limited to, BSWM, the client, the custodian, and the investment managers.

Upon completion of the investment policy statement, we will periodically recommend securities transactions in your portfolio to meet the guidelines of the asset allocation strategy. It is important to remember that because market conditions can vary greatly, your asset allocation guidelines are not necessarily strict rules. Rather, we review accounts individually, and may deviate from the guidelines as we believe necessary.

The specific securities we recommend for your account will depend on market conditions and our research at the time. Generally, we recommend some combination of stocks, index funds, exchange traded funds, mutual funds, and bonds. Specific funds are chosen based on where its investment objective fits into the asset allocation recommended by BSWM, its risk parameters, past performance, peer rankings, fees, expenses, and any other aspects of the fund BSWM deems relevant to that particular fund. We base our conclusions on



predominantly publicly available research, such as regulatory filings, press releases, competitor analyses, and in some cases research we receive from our custodian or other market analyses. We will also utilize technical analysis, which means that we will review the past behaviors of the security and the markets in which it trades for signals as to what might happen in the future.

### **Third Party Managers**

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We may recommend that certain portions of a client's portfolio be managed by independent third-party managers or recommend direct investment with independent third-party managers, typically when those managers demonstrate knowledge and expertise in a particular investment strategy.

We examine the experience, expertise, investment philosophies and past performance of independent third-party investment managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's underlying holdings, strategies, concentration and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks.

Based on a client's individual circumstances and needs, we will determine which selected money manager's portfolio management style is appropriate for that client. Factors considered in making this determination include account size, risk tolerance and the investment philosophy of the selected money manager. We encourage clients to review each third-party manager's disclosure document regarding the particular characteristics of any program and managers selected by us.

We will regularly and continuously monitor the performance of the selected money managers. If we determine that a particular selected money manager is not providing sufficient management services to the client, or are not managing the client's portfolio in a manner consistent with the client's investment objectives, we will remove the client's assets from that selected money manager and place the client's assets with another money manager at our discretion and without prior consent from the client.

BSWM will obtain appropriate due diligence on all independent third-party managers, making reasonable inquiries into their performance calculations, policies and procedures, code of ethics policies and other operational and compliance matters to account for performance and risk management. We examine the experience, expertise, investment philosophies and past performance of third-party investment managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks.

### **Risk Factors**

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There are always risks to investing. Clients should be aware that all investments carry various types of risk including the potential loss of principal that clients should be prepared to bear. It is impossible to name all possible types of risks. Among the risks are the following:

- **Political Risks.** Most investments have a global component, even domestic stocks. Political events anywhere in the world may have unforeseen consequences to markets around the world.
- **General Market Risks.** Markets can, as a whole, go up or down on various news releases or for no understandable reason at all. This sometimes means that the price of specific securities could go up or down without real reason, and may take some time to recover any lost value. Adding additional securities does not help to minimize this risk since all securities may be affected by market fluctuations.
- **Currency Risk.** When investing in another country using another currency, the changes in the value of the currency can change the value of your security value in your portfolio.
- **Regulatory Risk.** Changes in laws and regulations from any government can change the value of a given company and its accompanying securities. Certain industries are more susceptible to government regulation. Changes in zoning, tax structure or laws impact the return on these investments.
- **Tax Risks Related to Short Term Trading:** Clients should note that BSWM may engage in short-term trading transactions. These transactions may result in short term gains or losses for federal and state tax purposes, which may be taxed at a higher rate than long term strategies. BSWM endeavors to invest client assets in a tax efficient manner, but all clients are advised to consult with their tax professionals regarding the transactions in client accounts.
- **Risks Related to Investment Term.** Securities do not follow a straight line up in value. All securities will have periods of time when the current price of the security is not an accurate measure of its value. If you require us to liquidate your portfolio during one of these periods, you will not realize as much value as you would have had the investment had the opportunity to regain its value.
- **Purchasing Power Risk.** Purchasing power risk is the risk that your investment's value will decline as the price of goods rises (inflation). The investment's value itself does not decline, but its relative value does, which is the same thing. Inflation can happen for a variety of complex reasons, including a growing economy and a rising money supply.
- **Business Risk.** This can be thought of as certainty or uncertainty of income. Management comes under business risk. Cyclical companies (like automobile companies) have more business risk because of the less steady income stream. On the other hand, fast food chains tend to have steadier income streams and therefore, less business risk.
- **Financial Risk.** The amount of debt or leverage determines the financial risk of a company.
- **Default Risk.** This risk pertains to the ability of a company to service their debt. Ratings provided by several rating services help to identify those companies with more risk. Obligations of the U.S. government are said to be free of default risk.
- **Risks specific to sub-advisors and other managers.** If we invest some of your assets with another advisor, including a private placement, there are additional risks. These include risks that the other manager is not as qualified as we believe them to be, that the investments they use are not as liquid as we would normally use in your portfolio, or that their risk management guidelines are more liberal than we would normally employ.
- **Short Sales.** "Short sales" are a way to implement a trade in a security BSWM feels is overvalued. In a "long" trade, the investor is hoping the security increases in price. Thus in a long trade, the amount of the investor's loss (without margin) is the amount paid for the security. In a short sale, the investor is hoping the security decreases in price. However, unlike a long trade where the price of the security can only go from the purchase price to zero, in a short sale, the price of the security can go infinitely upwards. Thus in a short sale, the potential for loss is unlimited and unknown, where the potential for loss in a long trade is limited and knowable. BSWM may utilize short sales only when the client's risk tolerances permit.

- **Margin Risk.** “Margin” is a tool used to maximize returns on a given investment by using securities in a client account as collateral for a loan from the custodian to the client. The proceeds of that loan are then used to buy more securities. In a positive result, the additional securities provide additional return on the same initial investment. In a negative result, the additional securities provide additional losses. Margin therefore carries a higher degree of risk than investing without margin. Any client account that will use margin will do so in accordance with Regulation T. BSWM does not typically recommend the use of margin trading, but may utilize margin on a limited basis for clients with higher risk tolerances.
- **Transition risk.** As assets are transitioned from a client’s prior advisers to BSWM there may be securities and other investments that do not fit within the asset allocation strategy selected for the client. Accordingly, these investments will need to be sold in order to reposition the portfolio into the asset allocation strategy selected by BSWM. However, this transition process may take some time to accomplish. Some investments may not be unwound for a lengthy period of time for a variety of reasons that may include unwarranted low share prices, restrictions on trading, contractual restrictions on liquidity, or market-related liquidity concerns. In some cases, there may be securities or investments that are never able to be sold. The inability to transition a client’s holdings into recommendations of BSWM may adversely affect the client’s account values, as BSWM’s recommendations may not be able to be fully implemented.
- **REITs.** BSWM may recommend that portions of client portfolios be allocated to real estate investment trusts, otherwise known as “REITs”. A REIT is an entity, typically a trust or corporation, that accepts investments from a number of investors, pools the money, and then uses that money to invest in real estate through either actual property purchases or mortgage loans. While there are some benefits to owning REITs, which include potential tax benefits, income and the relatively low barrier to invest in real estate as compared to directly investing in real estate, REITs also have some increased risks as compared to more traditional investments such as stocks, bonds, and mutual funds. First, real estate investing can be highly volatile. Second, the specific REIT chosen may have a focus such as commercial real estate or real estate in a given location. Such investment focus can be beneficial if the properties are successful, but lose significant principal if the properties are not successful. REITs may also employ significant leverage for the purpose of purchasing more investments with fewer investment dollars, which can enhance returns but also enhances the risk of loss. The success of a REIT is highly dependent upon the manager of the REIT. Clients should ensure they understand the role of the REIT in their portfolio.
- **International Investing.** Investing outside of the United States, especially in emerging markets, can have special or enhanced risks. The most obvious are political risk (changes in local politics can have a vast impact on the markets in that country as well as regulations affecting given issuers) and currency risk (changes in exchange rates between the dollar and the local denominations can materially affect the value of the security even if the underlying fundamentals and market price are stagnant). There are other risks, including enhanced liquidity risk, meaning that while domestic equities and mutual funds are generally easily liquidated (though there may be a risk of loss due to the timing of the sale), equities in other jurisdictions may be subject to the circumstances of lower overall market volume and fewer companies on an emerging exchange. In addition, there may be less information and less transparency in a foreign market or from a foreign company. Foreign markets impose different rules than domestic markets, which may not be to an investor’s advantage. Also, companies in foreign jurisdictions are generally able to avail themselves of local laws and venues, meaning that legal remedies for U.S. investors may not be as easily obtained as in the U.S.

## **Item 9: Disciplinary Information**

Neither the firm nor any of its employees or principals has any disciplinary information to report.

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

### **A. Broker-dealer**

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To permit BSWM clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”) a FINRA member broker-dealer. BSWM may offer certain qualified clients trading services which gives BSWM the ability to execute trades through PKS of client assets custodied at Schwab. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that may otherwise not be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those he recommends to clients. Commissions charged for these products will not offset management fees owed to BSWM.

Receipt of commissions for investment products that are recommended to clients gives rise to a conflict of interest for the representative, in that the individual who will receive the commissions is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with BSWM. BSWM attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

### **B. Futures Commission Merchant/Commodity Trading Advisor**

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Neither members of management, nor any related persons are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

### **C. Relationship with Related Persons**

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Certain professionals of BSWM are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for BSWM clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in his capacity as employees of BSWM. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. These professionals therefore may have an incentive to recommend insurance products based on the compensation to be received, rather than on a client’s needs, though BSWM’s policy is to provide the client with insurance products that are most

suitable given the client's specific needs. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage BSWM or utilize these professionals to implement any insurance recommendations. BSWM attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with BSWM, or to determine not to purchase the insurance product at all. BSWM also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics, their individual fiduciary duty to the clients of BSWM, which requires that employees put the interests of clients ahead of their own.

#### **D. Recommendations of other Advisers**

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See response to Item 8 regarding third-party managers.

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

A. A copy of our Code of Ethics is available upon request. Our Code of Ethics includes discussions of our fiduciary duty to clients, political contributions, gifts, entertainment, and trading guidelines.

B. Not applicable. BSWM does not recommend to clients that they invest in any security in which BSWM or any principal thereof has any financial interest.

C. On occasion, an employee of BSWM may purchase for his or her own account securities which are also recommended for clients at the same time the clients purchase the securities. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades are reviewed by the Compliance Officer. All employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit. Employee statements are reviewed to confirm compliance with the trading procedures.

## Item 12: Brokerage Practices

### A. Recommendation of Broker-Dealer

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BSWM recommends that investment accounts be held in custody by Schwab Advisor Services (“Schwab”). Schwab offers enhanced services to independent investment advisors. These services include custody of securities, trade execution platforms, and access to research not available to the general public. Schwab is wholly independent from BSWM. It is expected that most, if not all, transactions in a given client account will be cleared through the custodian of that account in its capacity as a broker-dealer.

BSWM recommends Schwab to its clients based on a variety of factors. These include, but are not limited to, commission costs. Schwab has what can be considered discounted commission rates. However, in choosing a broker-dealer or custodian to recommend, we are most concerned with the value the client receives for the cost paid, not just the cost. Schwab adds value beyond commission cost. Other factors that may be considered in determining overall value include speed and accuracy of execution, financial strength, knowledge and experience of staff, research and service. Schwab also has arrangements with many mutual funds that enable us to purchase these mutual funds for client accounts at reduced transaction charges (as opposed to other broker-dealers). Schwab has the highest market share of investment adviser business which makes them the most experienced in matters likely to arise for our clients. BSWM re-evaluates the use of Schwab at least annually to determine if they are still the best value for our clients.

Schwab provides BSWM with some non-cash benefits (not available to retail customers) in return for placing client assets with them or executing trades through them. Currently, these benefits come in the form of investment research and sponsored attendance at various investment seminars. We may also receive such items as investment software, books and research reports. These products, services, or educational seminars are items that will play a role in determining how to invest client accounts. If there is any item that has a multi-use aspect, mixed between investment and non-investment purposes, BSWM will determine a reasonable allocation of investment to non-investment use and non-cash benefits will be allocated only to the investment portion of the product (and we will pay the remaining cost). BSWM receives a benefit from these services, as otherwise we would be compiling the same research ourselves. This may cause a conflict of interest as we may want to place more client accounts with a broker-dealer/custodian such as Schwab, solely because of these added benefits. As such, BSWM may have an incentive to select or recommend a broker-dealer based on interests in receiving the research or other products or services, rather than on clients’ interest in receiving most favorable execution. BSWM attempts to mitigate this potential conflict by performing regular reviews of execution services and value clients receive to ensure clients are receiving the best possible value for costs paid. However, the value to all of our clients of these benefits is included in our evaluation of custodians. Products and services received will generally be used for the benefit of all clients. However, it is possible that a given client’s trades will generate non-cash benefits that acquire products and/or services that are not ultimately utilized for that same client’s account. Non-cash benefits provide additional value, and are accordingly considered in determining which broker-dealer or custodian to utilize as part of our best execution analysis.

Some of the products, services and other benefits provided by Schwab, benefit BSWM and may not benefit BSWM's client accounts. BSWM's recommendation or requirement that a client place assets in Schwab's custody may be based in part on benefits Schwab provides to BSWM and not solely on the nature, cost or

quality of custody and execution services provided by Schwab.

However, BSWM places trades for its clients' accounts subject to its duty to seek best execution and its other fiduciary duties. Advisor may use broker-dealers other than Schwab to execute trades for client accounts maintained at Schwab, but this practice may result in additional costs to clients so that Advisor is more likely to place trades through Schwab rather than other broker-dealers. Schwab's execution quality may be different than other broker-dealers.

We do not consider whether Schwab or any other broker-dealer/custodian, refers clients to BSWM as part of our evaluation of these broker-dealers.

## **B. Aggregating Trades**

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Commission costs per client may be lower on a particular trade if all clients in whose accounts the trade is to be made are executed at the same time. This is called aggregating trades. For clients not working with BSWM through the wrap program, BSWM may place trades for the same security needed in multiple accounts by executing one trade, and then allocate the trades to each account after execution. If an aggregate trade is not fully executed, the securities will be allocated to client accounts on a *pro rata* basis, except where doing so would create an unintended adverse consequence (For example,  $\frac{1}{4}$  of a share, or a position in the account of less than 1%.) In many instances, commission rates are not discounted for an aggregated trade.

## **Item 13: Review of Accounts**

All accounts will be reviewed by one of BSWM's investment adviser representatives on at least an annual basis. However, it is expected that market conditions, changes in a particular client's account, or changes to a client's circumstances will trigger a review of accounts.

All clients will receive statements from their account custodian showing transactions and holdings in their accounts.

We encourage you to compare the information on any report prepared by BSWM against the information in the statements provided directly from Schwab and alert us of any discrepancies.

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

### **Other Products and Services Available to Us from Schwab.**

Schwab Advisor Services (formerly called Schwab Institutional) is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage

– trading, custody, reporting and related services – many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts while others help us manage and grow our business. Schwab's support services described below are generally available on an unsolicited basis (we don't have to request them) and at no charge to us as long as we keep a total of at least \$10 million of the assets of our firm's advisory clients in accounts at Schwab. The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients. Here is a more detailed description of Schwab's support services:

*Services that Benefit You.* Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

*Services that May Not Directly Benefit You.* Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or some substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- provide access to client account data (such as duplicate trade confirmations and account statements);
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- provide pricing and other market data;
- facilitate payment of our fees from our clients' accounts; and
- assist with back-office functions, recordkeeping and client reporting.

*Services that Generally Benefit Only Us.* Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- educational conferences and events
- technology, compliance, legal, and business consulting;



- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants and insurance providers.

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits such as occasional business entertainment of our personnel.

#### **Our Interest in Schwab's Services.**

The availability of the services described above (under the caption "Other Products and Services Available to Us from Schwab") from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services so long as we keep a total of at least \$10 million of client assets in accounts at Schwab. Beyond that, these services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. The minimums described above may give us an incentive to require that you maintain your account with Schwab based on our interest in receiving Schwab's services and Schwab's payment for third party services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. It is primarily supported by the scope, quality and price of Schwab's services and not Schwab's services and Schwab's payment for third party services that benefit only us. We have adopted policies and procedures designed to ensure, at account opening and thereafter, that our wrap fee program and our use of Schwab's services is appropriate for each of our clients.

### **Item 15: Custody**

BSWM deducts fees from client accounts, but would not have custody of client funds otherwise. Clients will receive statements directly from Schwab, and copies of all trade confirmations directly from Schwab.

Clients whose fees are directly debited will provide written authorization to debit advisory fees from their accounts held by a qualified custodian chosen by the client. The client will also receive a statement from their account custodian showing all transactions in their account, including the fee.

We encourage clients to carefully review the statements and confirmations sent to them by their custodian, and to compare the information on your quarterly report prepared by BSWM against the information in the statements provided directly from Schwab. Please alert us of any discrepancies.

### **Item 16: Investment Discretion**

Asset management services will be provided on a "discretionary" basis. When BSWM is engaged to provide

asset management services on a discretionary basis, we will monitor your accounts to ensure that they are meeting your asset allocation requirements. If any changes are needed to your investments, we will make the changes. These changes may involve selling a security or group of investments and buying others or keeping the proceeds in cash. You may at any time place restrictions on the types of investments we may use on your behalf, or on the allocations to each security type. You will receive written or electronic confirmations from your account custodian after any changes are made to your account. You will also receive monthly statements from your account custodian. Clients engaging us on a discretionary basis will be asked to execute a Limited Power of Attorney (granting us the discretionary authority over the client accounts) as well as an Investment Management Agreement that outlines the responsibilities of both the client and BSWM.

We generally recommend that clients utilize Schwab Advisor Services to act as the broker-dealer/custodian for their accounts. However, the client may use another broker-dealer if the client wishes to do so. BSWM will not, however, direct trades through another broker-dealer aside from Schwab Advisor Services in exchange for any sort of fee-sharing or commission-splitting

### **Item 17: Voting Client Securities**

Copies of our Proxy Voting Policies and procedures are available upon request.

From time to time, shareholders of stocks, mutual funds, exchange traded funds or other securities may be permitted to vote on various types of corporate actions. Examples of these actions include mergers, tender offers, or board elections. Clients are required to vote proxies related to their investments, or to choose not to vote their proxies. BSWM will not accept authority to vote client securities. Clients will receive their proxies directly from the custodian for the client account. BSWM will not give clients advice on how to vote proxies.

### **Item 18: Financial Information**

BSWM does not require the prepayment of fees more than six (6) months or more in advance and therefore has not provided a balance sheet with this brochure.

There are no material financial circumstances or conditions that would reasonably be expected to impair our ability to meet our contractual obligations to our clients.

**Item 1: Cover Sheet**

**INFORMATIONAL BROCHURE**

**WRAP FEE PROGRAM**

BRIDGERS SCHILL WEALTH  
MANAGEMENT GROUP, LLC

110 Marter Ave, Suite 410  
Moorestown, NJ 08057  
856-500-2900

Samuel C. Bridgers III  
856-500-2900

**July 14, 2016**

**This wrap fee program brochure provides information about the qualifications and business practices of Bridgers Schill Wealth Management Group, LLC. If you have any questions about the contents of this brochure, please contact us at (856)-500-2900. Information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Bridgers Schill Wealth Management Group, LLC is a registered investment adviser. Registration does not imply any certain level of skill or training.**

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

## **Item 2: Material Changes**

Bridgers Schill Wealth Management Group, LLC has completed Form ADV Part 2A as part of its initial registration with the Securities and Exchange Commission. There are no material changes to report.

### Item 3: Table of Contents

#### Table of Contents

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## Item 4: Services, Fees, and Compensation

The Bridgers Schill Wealth Management Group Wrap Program (the “Program”) is a wrap fee program sponsored by Bridgers Schill Wealth Management Group, LLC (“BSWM”). Samuel C. Bridgers, III and Vaughn R. Schill are the firm’s principals. While the firm was founded in 2015, the firm’s principals have over fifty (50) years of experience in the finance industry.

BSWM provides personalized financial planning and/or investment management services. Clients advised may include individuals, trusts, foundations, and corporations.

### A. Description of the Program

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#### *Asset Management*

BSWM requires each client to place at least \$250,000 with the firm. This minimum may be waived in the discretion of BSWM.

Asset management services within the Program may be provided on a “discretionary” or on a “non-discretionary” basis. When BSWM is engaged to provide asset management services on a discretionary basis, we will monitor your accounts to ensure that they are meeting your asset allocation requirements. If any changes are needed to your investments, we will make the changes. These changes may involve selling a security or group of investments and buying others or keeping the proceeds in cash. You may at any time place restrictions on the types of investments we may use on your behalf, or on the allocations to each security type. You will receive written or electronic confirmations from your account custodian after any changes are made to your account. You will also receive monthly statements from your account custodian. Clients engaging us on a discretionary basis will be asked to execute a Limited Power of Attorney (granting us the discretionary authority over the client accounts) as well as an Investment Management Agreement that outlines the responsibilities of both the client and BSWM.

When a client engages us to provide investment management services on a non-discretionary basis, we monitor the accounts in the same way as for discretionary services. The difference is that changes to your account will not be made until we have confirmed with you (either verbally or in writing) that our proposed change is acceptable to you.

As of November 1, 2016, BSWM had approximately 1810 discretionary accounts, totaling approximately \$232,712,420 of assets under management and 37 non-discretionary accounts, totaling approximately \$50,000,000 of assets.

#### *Schwab’s Brokerage Services.*

In addition to the foregoing portfolio management and other services, the Program includes the brokerage services of Charles Schwab & Co., Inc. (“Schwab”) a broker-dealer registered with the Securities and Exchange Commission and a member of FINRA and SIPC. BSWM is independently owned and operated and not affiliated with Schwab. Schwab will act solely as a broker-dealer and not as an investment advisor to you. It will have no discretion over your account and will act solely on instructions it receives from us [or you].

Schwab has no responsibility for our services and undertakes no duty to you to monitor our management of your account or other services we provide to you. Schwab will hold your assets in a brokerage account and buy and sell securities and execute other transactions when we [or you] instruct them to. While we require that you use Schwab as custodian/broker to participate in our program, you will decide whether to do so and open your account with Schwab by entering into an account agreement directly with them. We do not open the account for you. If you do not wish to place your assets with Schwab, then we cannot manage your account in the program. Not all advisors require their clients to use a particular broker-dealer or other custodian selected by the advisor. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account, as described below.

## **Fees and Compensation**

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### *Fees Charged*

All clients will be required to execute a written agreement that will describe the type of services to be provided and the fees, among other items.

### **Our Wrap Fees.**

Generally, fees vary from 0.50% to 2.00% per annum of the net value of a client's accounts managed by BSWM. The fee range stated is a guide. Fees are negotiable, and may be higher or lower than this range, based on the nature of the account. Factors affecting fee percentages include the size of the account, complexity of asset structures, and other factors.

Because our wrap fees are not tied to an account's frequency of trading and apply generally to all assets in the account, this fee arrangement is not appropriate for all accounts. For example, a wrap fee arrangement would not be appropriate for an account that holds primarily cash and cash equivalents, fixed income securities or no-transaction-fee mutual funds for a substantial period of time.

Investment advisory fees will be debited directly from each client's account. The advisory fee is paid quarterly, in advance, and the value used for the fee calculation is the net value as of the last market day of the previous quarter. This means that if your annual fee is 1.00%, then each quarter we will multiply the value of your account by 1.00% then divide by 4 to calculate our fee. Once the calculation is made, we will instruct your account custodian to deduct the fee from your account and remit it to BSWM.

Clients whose fees are directly debited will provide written authorization to debit advisory fees from their accounts held by a qualified custodian chosen by the client. The client will also receive a statement from their account custodian showing all transactions in their account, including the fee

### **Fees We Pay Schwab.**

In addition to compensating us for our portfolio management, other investment advisory, and other services to you, the wrap fees you pay us also allow us to pay Schwab for the brokerage services it provides to you, as described above, as well as additional services Schwab provides us, as described below. The fees we pay

Schwab consist primarily of asset-based fees assessed on the total assets (including stocks, bonds, mutual funds, and cash) in all of our clients' accounts in our wrap fee program that are maintained at Schwab. Subject to an annual minimum fee of \$25,000, the asset-based fee is not greater than 14 basis points (0.14%) of the value of the assets in your account(s) at Schwab, along with the accounts of our other clients participating in this wrap fee program.

In addition to the asset-based fee described above, we pay Schwab certain other fees that it would otherwise charge you. These fees may include (a) flat dollar per trade fees for Schwab's prime brokerage and trade away services (through which we can have trades for your account at Schwab executed by broker dealers other than Schwab), (b) custody and setup fees for alternative investments (such as non-standard assets, non-publicly traded limited partnership interests, foreign securities, non-marketable securities, etc.), and (c) short-term redemption fees on mutual funds available through Schwab's Mutual Fund OneSource®.

The fees we pay Schwab may be more than what we would pay solely for Schwab's brokerage services.

### **Relative Cost of Our Wrap Fee Program to You.**

The program may cost you more or less than purchasing our investment advice and Schwab's brokerage services separately. The relative cost of our wrap fee program to you is influenced by various factors, including the cost of our investment advice and Schwab's brokerage services if you purchased them separately, the types of investments held in your account, and the frequency and size of trades we make for your account. For example, if the number of transactions in your account is low enough, the wrap fee you pay us may exceed the stand alone investment advisory fee and separate brokerage commissions that you otherwise would have paid. In addition, because the fees we pay Schwab and that comprise a portion of the wrap fee you pay us (i) are generally not tied to the number of trades made and (ii) are based on the total assets of all of our clients accounts in our wrap fee program and custodied at Schwab, client accounts that have relatively few assets but that trade relatively frequently could disproportionately benefit from the program compared to larger accounts that trade less frequently.

Our fees for stand alone investment advisory services that are comparable to those we provide as part of the program fall in the same range as fees for accounts in the Program.

The wrap fee we charge you will not be more than the asset-based fees we pay Schwab plus the stand alone investment advisory fee we would otherwise separately charge you (i.e., we don't mark up Schwab's fees).

### **B. Additional Fees and Costs You May Pay.**

Our wrap fee does not cover the fees and costs listed below, which may apply to assets in your enrolled accounts to which our wrap fee also applies, and to transactions in your accounts.



- Commissions and other fees for services provided by broker-dealers other than Schwab for transactions executed or effected by or through them that settle into or from your account at Schwab such as through our use of Schwab's Prime Brokerage or Trade Away Services. You will be responsible for paying any commissions and other fees or compensation charged by broker-dealers other than Schwab. Because you will pay our wrap fee in addition to any commissions and/or other charges paid to broker-dealers other than Schwab who execute transactions for your account, we may have an incentive to execute transactions for your accounts through Schwab, and this incentive could, in some circumstances, conflict with our duty to seek best execution.
- Fees charged by mutual fund companies, unit investment trusts (UITs), closed-end funds and other collective investment vehicles, including, but not limited to, sales loads (a portion of which are paid to Schwab) and/or charges and short-term redemption fees.
- Short-term redemption fees charged by Schwab for funds other than those available through the Schwab Mutual Fund OneSource® service.
- Markups and markdowns, bid-ask spreads, selling concessions and the like received by Schwab in connection with transactions it executes as principal by selling or buying securities to or from you for its own account. Principal transactions contrast with those in which Schwab acts as your agent in effecting trades between you and a third party. Schwab may make a profit or incur a loss on trades in which it acts as principal. Markups and markdowns and bid-ask spreads are not separate fees, but rather are reflected in the net price at which a trade order is executed.
- Transfer taxes, odd-lot differentials, certificate delivery fees, reorganization fees, fees required by law, and any other fees or charges similar to those described above.

A complete list of Schwab's charges and fees is contained in the Charles Schwab Institutional Pricing Guide, which you will receive promptly following the opening of your account with Schwab.

#### *Pro-rata Fees*

If you become a client during a quarter, you will pay a management fee for the number of days left in that quarter. If you terminate our relationship during a quarter, you will be refunded the portion of the prepaid management fee for the remainder of the quarter. Once your notice of termination is received, we will refund the unearned fees to you in whatever way you direct (check, wire back to your account).

#### **C. Additional Compensation We Receive.**

We may receive more compensation from your participation in our wrap fee program than if you purchased our investment advisory services and Schwab's (or another broker/custodian's) services separately. If we did not have the fee arrangement with Schwab, as described above, certain services would be available to us only through paying fees for it directly to Schwab's affiliates. Consequently, we may have an incentive to recommend that you participate in our wrap fee program and open your account with Schwab. That incentive may be based on our interest in receiving certain services as part of our services/fees arrangement with Schwab rather than based on your interest in having the most appropriate fee arrangement for our investment advisory services and the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our recommendation of our wrap fee program, including the use of Schwab as custodian and broker, is in the best interests of those of clients to whom we recommend it based on an assessment of their investment objectives, financial situation, our investment plans

and anticipated trading activity in their accounts and all other relevant factors.

#### **Item 5: Account Requirement and Type of Clients**

Clients participating in the Program may include individuals, trusts, foundations, and corporations. BSWM requires each client to place at least \$250,000 with the firm. This minimum may be waived in the discretion of BSWM.

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

The wrap fee program offered by BSWM is sponsored by the firm, and BSWM is the only portfolio manager. The only fees covered under the wrap fee program are transaction fees associated with the purchase and sale of securities in an account managed by BSWM. All client accounts managed by BSWM, including wrap fee program clients, are managed with similar processes, although account recommendations may differ.

#### **Item 7: Client Information provided to Portfolio Managers**

Please see response to Item 6, above

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

Clients may contact BSWM, the only portfolio manager, at any time.

#### **Item 9: Additional Information**

##### **Disciplinary Information**

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Neither the firm nor any of its employees or principals has any disciplinary information to report

##### **Other Financial Industry Activities and Affiliations**

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###### *Broker-dealer.*

To permit BSWM clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. ("PKS") a FINRA member broker-

dealer. BSWM may offer certain qualified clients trading services, which gives BSWM the ability to execute trades through PKS of client assets custodied at Schwab (commonly known as “trading away”). The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those he recommends to clients. Commissions charged for these products will not offset management fees owed to BSWM.

Receipt of commissions for investment products that are recommended to clients gives rise to a conflict of interest for the representative, in that the individual who will receive the commissions is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with BSWM. BSWM attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

*Futures Commission Merchant/Commodity Trading Advisor.*

Neither members of management, nor any related persons are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

*Relationship with Related Persons.*

Certain professionals of BSWM are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for BSWM clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in his capacity as employees of BSWM. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. These professionals therefore have incentive to recommend insurance products based on the compensation to be received, rather than on a client’s needs. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage BSWM or utilize these professionals to implement any insurance recommendations. BSWM attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with BSWM, or to determine not to purchase the insurance product at all. BSWM also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm’s Code of Ethics, their individual fiduciary duty to the clients of BSWM, which requires that employees put the interests of clients ahead of their own.

*Recommendations of other Advisers.*

See response to Item 8 of the Information Brochure regarding third-party managers.

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

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- A. A copy of our Code of Ethics is available upon request. Our Code of Ethics includes discussions of our fiduciary duty to clients, political contributions, gifts, entertainment, and trading guidelines.
- B. Not applicable. BSWM does not recommend to clients that they invest in any security in which BSWM or any principal thereof has any financial interest.
- C. On occasion, an employee of BSWM may purchase for his or her own account securities which are also recommended for clients at the same time the clients purchase the securities. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades are reviewed by the Compliance Officer. All employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit. Employee statements are reviewed to confirm compliance with the trading procedures.

## **Review of Accounts**

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All accounts will be reviewed by one of BSWM's investment adviser representatives on at least an annual basis. However, it is expected that market conditions, changes in a particular client's account, or changes to a client's circumstances will trigger a review of accounts.

All clients will receive statements from their account custodian showing transactions and holdings in their accounts.

We encourage you to compare the information on any report prepared by BSWM against the information in the statements provided directly from Schwab and alert us of any discrepancies.

## **Client Referrals and Other Compensation**

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### **Other Products and Services Available to Us from Schwab.**

Schwab Advisor Services (formerly called Schwab Institutional) is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage –

trading, custody, reporting and related services – many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts while others help us manage and grow our business. Schwab's support services described below are generally available on an unsolicited basis (we don't have to request them) and at no charge to us as long as we keep a total of at least \$10 million of the assets of our firm's advisory clients in accounts at Schwab. The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients. Here is a more detailed description of Schwab's support services:

*Services that Benefit You.* Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

*Services that May Not Directly Benefit You.* Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or some substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- provide access to client account data (such as duplicate trade confirmations and account statements);
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- provide pricing and other market data;
- facilitate payment of our fees from our clients' accounts; and
- assist with back-office functions, recordkeeping and client reporting.

*Services that Generally Benefit Only Us.* Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- educational conferences and events
- technology, compliance, legal, and business consulting;
- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants and insurance providers.

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits such as occasional business entertainment of our personnel.

**Our Interest in Schwab's Services.**

The availability of the services described above (under the caption "Other Products and Services Available to Us from Schwab") from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services so long as we keep a total of at least \$10 million of client assets in accounts at Schwab. Beyond that, these services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. The minimums described above may give us an incentive to require that you maintain your account with Schwab based on our interest in receiving Schwab's services and Schwab's payment for third party services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. It is primarily supported by the scope, quality and price of Schwab's services and not Schwab's services and Schwab's payment for third party services that benefit only us. We have adopted policies and procedures designed to ensure, at account opening and thereafter, that our wrap fee program and our use of Schwab's services is appropriate for each of our clients.

**Financial Information**

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BSWM does not require the prepayment of fees more than six (6) months or more in advance and therefore has not provided a balance sheet with this brochure.

There are no material financial circumstances or conditions that would reasonably be expected to impair our ability to meet our contractual obligations to our clients.

Item 1: Cover Sheet

## **Samuel C. Bridgers, III**

BRIDGERS SCHILL WEALTH MANAGEMENT  
GROUP, LLC

110 Marter Ave, Suite 410  
Moorestown, NJ 08057  
856-500-2900

**July 14, 2016**

**This Brochure Supplement provides information about Samuel C. Bridgers, III that supplements the Bridgers Schill Wealth Management Group, LLC Brochure. You should have received a copy of that Brochure. Please contact Samuel C. Bridgers, III at the number above if you did not receive the Bridgers Schill Wealth Management Group, LLC Brochure or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.**

**Additional information about Samuel C. Bridgers, III is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

Bridgers Schill Wealth Management Group, LLC

**Item 2: Educational Background and Business Experience**

**Samuel C. Bridgers, III**

**Born: 1961**

**Education:**

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Rutgers University

**Business Experience:**

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Bridgers Schill Wealth Management Group, LLC, Managing Member, 10/2015 - present

Lane Bridgers Associates, LLC d/b/a Lane Bridgers Schill, Managing Partner, 09/2003 – 10/2015

Purshe Kaplan Sterling Investments, Inc., Registered Representative, 2013 - present

VSR Financial Services, Inc., Registered Representative, 05/2006-09/2013

PNC Investments, Senior Vice President, 2000– 2001

**Item 3: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this item for Mr. Bridgers.

**Item 4: Other Business Activities**

To permit Bridgers Schill Wealth Management Group, LLC (“BSWM”) clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those recommended to clients. Commissions charged for these products will not offset management fees owed to BSWM.

Receipt of commissions for investment products that are recommended to clients gives rise to a conflict of interest for the representative, in that the individual who will receive the commissions is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with BSWM. BSWM attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.



**Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Samuel C. Bridgers, III does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Bridgers Schill Wealth Management Group.

**Item 6: Supervision**

Samuel C. Bridgers, III is a principal of the firm. He has no direct supervisor. However, all employees of Bridgers Schill Wealth Management Group are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where Bridgers Schill Wealth Management Group is conducting business.

Item 1: Cover Sheet

## **Vaughn R. Schill**

BRIDGERS SCHILL WEALTH MANAGEMENT  
GROUP, LLC

110 Marter Ave, Suite 410  
Moorestown, NJ 08057  
856-500-2900

**July 14, 2016**

**This Brochure Supplement provides information about Vaughn R. Schill that supplements the Bridgers Schill Wealth Management Group, LLC Brochure. You should have received a copy of that Brochure. Please contact Samuel Bridgers at the number above if you did not receive the Bridgers Schill Wealth Management Group, LLC Brochure or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.**

**Additional information about Vaughn R. Schill is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2: Educational Background and Business Experience**

**Vaughn R. Schill**

**Born: 1977**

**Education:**

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Duke University, BA History, 2000

**Business Experience:**

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Bridgers Schill Wealth Management Group, LLC, Managing Member, 02/2016 - present

Lane Bridgers Associates, LLC d/b/a Lane Bridgers Schill, Partner, 09/2003 – 02/2016

Purshe Kaplan Sterling Investments, Inc., Registered Representative, 2013 - present

VSR Financial Services, Registered Representative, 05/2006 - 09/2013

Wachovia Securities Financial Network, Registered Representative, 01/2004 – 05/2006

**Professional Designations:**

**ChFC® - Chartered Financial Consultant**

The ChFC® designation has been a mark of excellence for financial planners for almost thirty years and currently requires more courses than any other financial planning credential. The curriculum covers extensive education and application training in all aspects of financial planning, income taxation, investments, and estate and retirement planning.

- Educational Requirements: ChFC® candidates must complete nine college-level courses, seven required and two electives. The required courses include Financial Planning: Process and Environment; Fundamentals of Insurance Planning; Income Taxation; Planning for Retirement Needs; Investments; Fundamentals of Estate Planning; and Financial Planning Applications.
- Prerequisites/Experience: Requires three-years of full-time, relevant business experience.
- Ethics: Must adhere to The American College's Code of Ethics, which includes the following professional pledge: "I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."
- Examinations: Requires nine closed-book, course-specific, two-hour proctored exams.
- Continuing Education: 30 hours of continuing education every two years.
- Enforcement: Designation may be removed for unethical conduct through the certification committee of The American College's Board of Trustees.
- Accreditation: The American College has the highest level of educational accreditation—regional accreditation—through the Middle States Commission on Higher Education.

## CFP® - Certified Financial Planner

\*The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its

(1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**Item 3: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this item for Mr. Schill.

**Item 4: Other Business Activities**

To permit Bridgers Schill Wealth Management Group, LLC (“BSWM”) clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those recommended to clients. Commissions charged for these products will not offset management fees owed to BSWM.

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**Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Vaughn R. Schill does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Bridgers Schill Wealth Management Group.

**Item 6: Supervision**

Vaughn R. Schill is a principal of the firm. He has no direct supervisor. However, all employees of Bridgers Schill Wealth Management Group are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where Bridgers Schill Wealth Management Group is conducting business.

Item 1: Cover Sheet

## **Joshua B. Woodford**

BRIDGERS SCHILL WEALTH MANAGEMENT  
GROUP, LLC

110 Marter Ave, Suite 410  
Moorestown, NJ 08057  
856-500-2900

**July 14, 2016**

**This Brochure Supplement provides information about Joshua B. Woodford that supplements the Bridgers Schill Wealth Management Group, LLC Brochure. You should have received a copy of that Brochure. Please contact Samuel C. Bridgers, III at the number above if you did not receive the Bridgers Schill Wealth Management Group, LLC Brochure or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.**

**Additional information about Joshua B. Woodford is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2: Educational Background and Business Experience**

**Joshua B. Woodford**

**Born: 1 9 8 3**

**Education:**

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Washington College - Bachelor of Arts Economics 2005

**Business Experience:**

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Bridgers Schill Wealth Management Group, LLC, Senior Wealth Advisor, 11/2015 - present

Lane Bridgers Associates, Senior Financial Advisor, 07/2012 – 11/2015

Morgan Stanley, Financial Advisor, 02/2011 – 07/2012

KSW, National Trainer, 08/2010 - 02/2011

Pure Marketing Concept, President, 07/2007– 08/2010

Choice Promotional Group, President 10/2006 – 07/2007

Phoenix Promotional, Account Executive, 02/2006 – 10/2006

**Item 3: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Woodford.

**Item 4: Other Business Activities**

To permit Bridgers Schill Wealth Management Group, LLC (“BSWM”) clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those recommended to clients. Commissions charged for these products will not offset management fees owed to BSWM.

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in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with BSWM. BSWM attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

**Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Mr. Woodford does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Bridgers Schill Wealth Management Group.

**Item 6: Supervision**

Mr. Woodford is supervised by Samuel C. Bridgers, III and Vaughn Schill, principals of the firm. All employees of Bridgers Schill Wealth Management Group are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where Bridgers Schill Wealth Management Group is conducting business.

Item 1: Cover Sheet

## **Jeffrey Allen Leber**

BRIDGERS SCHILL WEALTH MANAGEMENT GROUP, LLC

110 Marter Ave, Suite 410  
Moorestown, NJ 08057  
856-500-2900

**November 1, 2016**

**This Brochure Supplement provides information about Jeffrey Allen Leber that supplements the Bridgers Schill Wealth Management Group, LLC Brochure. You should have received a copy of that Brochure. Please contact Samuel C. Bridgers, III at the number above if you did not receive the Bridgers Schill Wealth Management Group, LLC Brochure or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.**

**Additional information about Jeffrey Allen Leber is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2: Educational Background and Business Experience**

**Jeffrey Allen Leber**

**Born: A u g u s t 8 , 1 9 7 8**

**Education:**

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Georgia Institute of Technology, Atlanta, GA, Bachelors of Science Electrical Engineering, 2001  
The American College of Financial Services, CFP® Certification Education, 2007

**Business Experience:**

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Bridgers Schill Wealth Management Group, LLC, IA Representative, 06/2016-present

Rubicon Wealth Management, Representative, 04/2008– 06/2016

SEI Investment Management Co., Representative, 07/2002 – 04/2008

**Item 3: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Leber.

**Item 4: Other Business Activities**

To permit Bridgers Schill Wealth Management Group, LLC (“BSWM”) clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those recommended to clients. Commissions charged for these products will not offset management fees owed to BSWM.

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**Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Mr. Leber does not receive any economic benefit from

Bridgers Schill Wealth Management Group, LLC

any person, company, or organization, in exchange for providing clients advisory services through Bridgers Schill Wealth Management Group.

**Item 6:           Supervision**

Mr. Leber is supervised by Samuel C. Bridgers, III and Vaughn Schill, principals of the firm. All employees of Bridgers Schill Wealth Management Group are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where Bridgers Schill Wealth Management Group is conducting business.

Item 1: Cover Sheet

## **William S. Merriken, Jr.**

BRIDGERS SCHILL WEALTH MANAGEMENT GROUP, LLC

110 Marter Ave, Suite 410  
Moorestown, NJ 08057  
856-500-2900

**November 1, 2016**

**This Brochure Supplement provides information about William S. Merriken, Jr. that supplements the Bridgers Schill Wealth Management Group, LLC Brochure. You should have received a copy of that Brochure. Please contact Samuel C. Bridgers, III at the number above if you did not receive the Bridgers Schill Wealth Management Group, LLC Brochure or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.**

**Additional information about William S. Merriken, Jr. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2: Educational Background and Business Experience**

**William S. Merriken, Jr.**

**Born: 11/18/1950**

**Education:**

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Gettysburg College - Bachelor of Arts Economics 1972

**Business Experience:**

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Bridgers Schill Wealth Management Group, LLC, IA Representative, 10/2016-present

Lane Hipple Schill Wealth Management, IA Representative, 04/2013 – 10/2016

Purshe Kaplan Sterling Investments, Registered Representative, 10/2013 – 09/2015

Merriken Financial Group, Inc., President, 03/1983 - 10/2013

VSR Advisory Services, IA Representative, 04/2013– 09/2013

LPL Financial, IA Representative, 07/2009 – 04/2013

The O.N. Equity Sales Company, IA Representative, 07/2003 – 07/2009

Northwestern Mutual Life, Representative, 07/1994 – 06/2003

**Item 3: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Merriken.

**Item 4: Other Business Activities**

To permit Bridgers Schill Wealth Management Group, LLC (“BSWM”) clients to have access to as many investment solutions as possible, certain professionals of BSWM are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with BSWM or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those recommended to clients. Commissions charged for these products will not offset management fees owed to BSWM.

Receipt of commissions for investment products that are recommended to clients gives rise to a conflict of interest for the representative, in that the individual who will receive the commissions

is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with BSWM. BSWM attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

**Item 5:           Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Mr. Merriken does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Bridgers Schill Wealth Management Group.

**Item 6:           Supervision**

Mr. Merriken is supervised by Samuel C. Bridgers, III and Vaughn Schill, principals of the firm. All employees of Bridgers Schill Wealth Management Group are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where Bridgers Schill Wealth Management Group is conducting business.