

**JRC, LLC**  
**251 W. Flaming Gorge Way**  
**Green River, WY 82935**  
**(307) 870-2644**

**Form ADV Part 2A**  
**Firm Brochure**  
**January 31, 2017**

This brochure provides information about the qualifications and business practices of JRC, LLC. If you have any question about the contents of this brochure, please contact us at (307) 870-2644. 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.

JRC, LLC is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about JRC, LLC is available on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. JRC, LLC's CRD number is 285900.

## **Item 2 - Material Changes**

We do not have any material changes to report because this is our initial Brochure. In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of these changes. We will also reference the date of our last annual update to this Brochure.

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## **Item 4 – Advisory Business**

### OWNERSHIP/ADVISORY HISTORY

JRC, LLC (“We”) was formed in May 2016 by James R. Chavez. We are a Wyoming Limited Liability Company. We became registered as an investment adviser in December 2016. Mr. Chavez is our managing member and sole shareholder. Additional information about Mr. Chavez can be found in his attached Supplemental Brochure.

### ADVISORY SERVICES OFFERED

We offer each client financial planning services to evaluate his or her financial situation, goals and risk tolerance. Through a series of personal interviews and/or the use of questionnaires we will collect pertinent data, identify goals, objectives, financial problems, and potential solutions. We then prepare specific recommendations and implement recommendations. With this information, we tailor the client’s financial plan and advice we give to the client. Our advice may cover any of the following topics: income analysis; insurance analysis; retirement planning; education planning; estate planning; or other needs as identified during our meetings with the client. We may offer comprehensive planning services or the client may desire a consultation on individual planning topics. We tailor our services to the needs of the client.

We also offer portfolio management services that involve assisting with the ongoing management of a client’s investment accounts. We work with the client to formulate an individualized portfolio based upon his or her objectives, time frame, risk parameters and other investment considerations. Once we have this information we create an individualized portfolio for the client. We regularly monitor the client’s portfolio and adjust it as determined by the Financial markets and world events.

### TAILORED SERVICES

We tailor all our services to the client’s stated goals, needs and objectives. For our portfolio management service clients, we allow them to impose restrictions on investment in certain securities or types of securities. All restrictions must be presented to us in writing.

### WRAP PROGRAM

We do not sponsor a wrap program. This section is not applicable.

### CLIENT ASSETS MANAGED

As of January 4, 2017, we do not yet manage any client assets as this is the firm’s initial brochure.

## **Item 5 – Fees and Compensation**

### FINANCIAL PLANNING

We assess a fee of \$150 per hour for financial planning services with a minimum of two hours per engagement. The number of hours will vary depending upon the complexity of the financial situation, preparation, research, and other areas as specified in the financial planning agreement. The hourly fee is negotiable.

All financial planning fees are agreed upon in advance and in writing. One half of the agreed upon amount due upon signing the financial planning agreement. The remainder of the financial planning fee is due upon delivery of the service or written plan. We reserve the right to refund or waive our financial planning fees for clients who have \$50,000 or more in assets under management with us.

#### Termination of Financial Planning Services

The client may cancel the financial planning agreement for any reason during the first five (5) business days from the date of signing the agreement and will receive a refund of 100% of all fees paid without cost or penalty. After the first five (5) business days the client may cancel the agreement by giving 10-days written notice. To cancel the agreement, the client must notify the Advisor in writing at JRC, LLC, 251 W. Flaming Gorge Way, Green River, WY 82935. After five (5) days if a client cancels, any prepaid fees will be refunded on a prorated basis based upon a percentage of work completed.

#### PORTFOLIO MANAGEMENT SERVICES

We charge an annual management fee that is based on the assets under management in the client's account. The annual management fee is 1.50%. The annual management fee is calculated and billed monthly in arrears. The management fee will be calculated on the value of the account as of the last business day of the month as reported by the account's custodian. The fee will be directly deducted from the client's account. The fee is negotiable.

Our management fee does not include brokerage commissions, transaction fees, and other related costs and expenses that are normally incurred by the client. Clients may incur certain charges imposed by custodians, brokers, or other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive, of and in addition to, our fee and we will not receive any portion of these commissions, fees, and costs. For more information about our brokerage practice please see Item 12.A.

#### Termination of Portfolio Management/Recommendation of Third Party Advisors Services

The client may cancel the service for any reason during the first five (5) business days from the date of signing the agreement and will receive a refund of 100% of all fees paid without cost or penalty. After the first five (5) business days the client may cancel the agreement by giving ten (10) days written notice. To cancel the agreement, the client must notify the Advisor in writing at JRC, LLC, 251 W. Flaming Gorge Way, Green River, WY 82935.

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

We do not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client) or provide side by side management.

## Item 7 – Types of Clients

We offer our services to individuals, high net worth individuals, charities, corporations and other business entities. We do not have a minimum account size or have any other account opening requirements.

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

### METHODS OF ANALYSIS AND INVESTMENT STRATEGIES

We use a combination of asset allocation and fundamental analysis when creating and managing client portfolios. Initially we create the client portfolio using asset allocation. Asset allocation is an investment strategy that aims to balance risk and reward by apportioning a portfolio's assets according to an individual's goals, risk tolerance and investment horizon among various asset classes. The asset classes typically include equities, fixed-income, and cash and equivalents. Each class has different levels of risk and return, so each will behave differently over time.

Once the portfolio is created we managing it using fundamental analysis. Fundamental analysis is a technique that attempts to determine a security's value by focusing on underlying factors that affect a company's *actual* business and its future prospects. The analysis is performed on historical and present data. On a broader scope, one can perform fundamental analysis on industries or the economy as a whole. The term refers to the analysis of the economic well-being of a financial entity as opposed to only its price movements. The risk associated with fundamental analysis is that despite that appearance that a security is undervalued, it may not rise in value as predicted.

We also purchase signals a third party market timing service. The service is a market timing services that provides buy and sell signals based on numerous market indicators. The service supplements our research. The risk associated with using a marketing timing service is that despite the appearance that the market will move up or down based on the indicators, it may not rise or fall as predicted.

### INVESTMENT RISKS

All investment programs have certain risks that are borne by the client and **investing in securities involves risk of loss that clients should be prepared to bear**. Our goal is to reduce the risk of loss, but not at the expense of portfolio growth. Recommended investment strategies seek to balance risks and rewards to achieve investment objectives. To manage risk, we rebalance model portfolios on an as needed basis to bring the asset allocations back to their intended balances. The client should feel free to ask questions about risks that he or she does not understand; we would be pleased to discuss them.

### RECOMMENDED SECURITIES

We use several types of securities in client portfolios including, but not limited to, mutual funds, including inverse and leveraged mutual funds, exchange traded funds, stocks, and bonds. Some of the risk associated with these securities include:

- ) **Credit risk:** This is the risk that an issuer of a bond could suffer an adverse change in financial condition that results in a payment default, security downgrade, or inability to meet a financial obligation.
- ) **Inflation Risk:** This is the risk that inflation will undermine the performance of an investment and/or the future purchasing power of a client's assets.
- ) **Interest rate risk:** The chance that bond prices overall will decline because of rising interest rates.
- ) **International investing risk:** Investing in the securities of non-U.S. companies involves special risks not typically associated with investing in U.S. companies. Foreign securities tend to be more volatile and less liquid than investments in U.S. securities, and may lose value because of adverse political, social or economic developments overseas or due to changes in the exchange rates between foreign currencies and the U.S. dollar. In addition, foreign investments are subject to settlement practices, as well as regulatory and financial reporting standards, that differ from those of the U.S.
- ) **Leverage Fund Risk:** A leveraged fund seeks to generate a return that is a multiple (usually 2X or 3X or -2X or -3X) of its benchmark index's performance over a specific, pre-set time period indicated in the fund's prospectus. That time period is also referred to as the "rebalancing period", and it is generally only one day, although it could be for a longer time period such as a month. As a result, the returns for these types of funds can differ significantly from that of their benchmark index, over periods lasting longer than the rebalancing period because of the compounding of returns. Generally, the longer the security is held, the more likely the returns of the Leveraged product will differ from the long term return of the index. **Although potential returns are increased by leveraging, so are the potential losses, so these securities carry significant risk.** As a result, leveraged and inverse funds are intended only for sophisticated investors with an aggressive tolerance for risk.
- ) **Inverse Fund Risk:** An inverse fund attempts to mimic the inverse, or opposite, of its stated benchmark. For example, an inverse S&P 500 fund would attempt to deliver the opposite of the S&P 500's daily performance, net of fees. These funds, also called "short funds or Bear funds" are often an attempt to profit from a downturn in a market, sector, or index, or to hedge against a potential loss in their portfolio. Although an inverse fund does not explicitly use leverage to magnify the intended return, they can suffer from the same compounding effects as the leveraged long and leveraged short funds.
- ) **Manager risk:** The chance that the proportions allocated to the various securities will cause the client's account to underperform relevant to benchmarks or other accounts with a similar investment objective.
- ) **Stock market risk:** The chance that stock prices overall will decline. Stock markets tend to move in cycles, with periods of rising stock prices and periods of falling stock prices.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events within the past 10-years that could be material to a client's evaluation of the adviser or the integrity of its management. Neither we nor our owners have any information applicable to this Item because we have never been the subject of any administrative, civil, criminal, regulatory (SEC or State) or self-regulatory proceedings.

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

We do not have any financial industry affiliations such as a broker-dealer, insurance agency or futures/commodities broker. We do not recommend the services of third party investment advisers, but we use the services of a third party marketing timing service.

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

### DESCRIPTION

Our Code of Ethics establishes ideals for ethical conduct based upon fundamental principles of openness, integrity, honesty, and trust. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

Our Code of Ethics covers all supervised persons and it describes our high standard of business conduct and fiduciary duty to our clients. The Code of Ethics includes, among other things, provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition on rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All supervised persons must acknowledge the terms of the Code of Ethics annually or as amended.

### MATERIAL INTEREST IN SECURITIES

We do not have a material interest in any securities.

### INVESTING IN OR RECOMMENDING THE SAME SECURITIES

Our owners may buy or sell for their own account the same securities at or about the same time that they recommend those securities to clients or purchase them for client accounts.

A conflict of interest may exist because they can trade ahead of client trades. We mitigate any conflict of interest in two ways. First, our Code of Ethics requires employees to: 1) report personal securities transactions on at least a quarterly basis, and 2) provide us with a detailed summary of certain holdings (both initially upon commencement of employment and quarterly thereafter) in which employees have a direct or indirect beneficial interest. The reports are reviewed to ensure we not trade ahead of client accounts. Second, we require client transactions be placed ahead of our associates' personal trades or our associates can place personal trades as part of a block trade (Please see Item 12.B for details on our block trading practices). The records of all associates' personal and client trading activities are reviewed and made available to regulators to review on the premises.



## **Item 12 – Brokerage Practices**

### RECOMMENDATION CRITERIA

We currently recommend consider the following information when recommending a custodian: rates charged by other brokers that provide clearing or custody services for registered investment advisers; reputation and financial strength; breadth and depth of available products, with an important factor being the broker's no-transaction-fee mutual fund universe; accuracy with which transactions are processed; customer service responsiveness; availability of technology solutions interoperable with our systems and suitable for managing multiple accounts; as well as client satisfaction. We periodically evaluate the foregoing factors, and while we may conclude based on our review that commission rates paid by clients are reasonable, lower commissions may be available from other brokers or in conjunction with retail (non-advisory) accounts, and certain mutual funds that carry a transaction fee may be available on a no-transaction-fee basis from other brokers or directly from the fund company.

### RESEARCH AND SOFT DOLLARS

"Soft dollars" are defined as a form of payment investment firms can use to pay for goods and services such as news subscriptions or research. When an investment firm gives its business to a particular brokerage firm, the brokerage firm in return can agree to use some of its revenue to pay for these types of services. We do not receive any soft dollars.

### BROKERAGE FOR CLIENT REFERRALS

We do not receive client referrals or any other incentive from any broker-dealer or custodian.

### DIRECTED BROKERAGE

Some clients may direct us to a specific broker-dealer to execute securities transactions for their accounts. When so directed, we may not be able to effectively negotiate lower brokerage commissions or achieve best execution on those clients' transactions. This can result in substantially higher fees, charges or dealer concessions in one or more transactions for the clients' accounts because we cannot negotiate favorable prices.

### TRADE AGGREGATION

We may aggregate transactions, also known as block trade, in equity and fixed income securities for a client with other clients to improve the quality of execution. When transactions are so aggregated, the actual prices applicable to the aggregated transactions will be averaged, and each client account will be deemed to have purchased or sold its proportionate share of the securities involved at the average price obtained. We may determine not to aggregate transactions, for example, based on the size of the trades, the number of client accounts, the timing of the trades, the liquidity of the securities or the discretionary or non-discretionary nature of the trades. If we do not aggregate orders, some clients purchasing securities around the same time may receive a less favorable price than other clients. This means that this practice of not aggregating may cost clients more money.

## **Item 13 – Review of Accounts**

### PERIODIC REVIEWS

Mr. Chavez, our owner, reviews client accounts monthly. He also attempts to meet with clients in person or by phone annually.

### OTHER REVIEWS

Additional reviews are conducted periodically depending on market conditions, economic or political events, or by changes in a client's financial situation (such as retirement, termination of employment, physical move or inheritance).

### REPORTS

Clients receive at least a quarterly account statement from the custodian.

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

### OTHER COMPENSATION

We do not receive extra compensation or any other economic benefit for providing investment advice or other advisory services to clients.

### CLIENT REFERRALS

We do not pay for client referrals or use solicitors.

## **Item 15 – Custody**

All client funds, securities and accounts are held at an unaffiliated qualified custodian. We do not take possession of a client's securities. The client will receive at least monthly statements from the qualified custodian. We urge clients to carefully review those statements.

## **Item 16 – Investment Discretion**

We offer discretionary investment management services. With discretionary investment management services the client will sign a client investment management agreement that includes a limited power of attorney. This agreement grants us discretionary power over the account, which means we can place trades, buy or sell securities of any type and in amounts we deem to be appropriate for the account. We do this without obtaining the client's prior consent to each trade.

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

We do not vote proxy votes for any client. The client will receive proxy materials directly from the qualified custodian. Any proxy solicitation materials received by us will be forwarded to clients for response and voting. In the event a client has a question about a proxy solicitation, the client should contact us.

## **Item 18 – Financial Information**

### BALANCE SHEET

We do not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore, we are not required to provide a balance sheet.

### FINANCIAL CONDITION

We are required in this Item to provide you with certain financial information or disclosures about our financial condition if we have a financial commitment that impairs our ability to service you. We do not have a financial commitment that impairs our ability to service our clients.

### BANKRUPTCY

We have not been the subject of a bankruptcy proceeding.