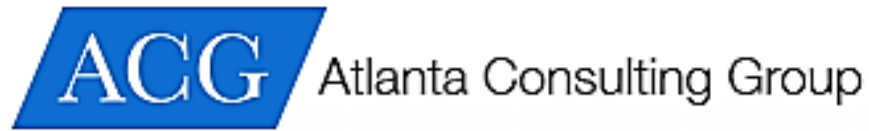


## **Wrap Fee Program Brochure**

### **Form ADV 2A - Appendix 1**

#### **Item 1 - Cover Page**



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This brochure provides information about the qualifications and business practices of Atlanta Consulting Group Advisors, LLC (the "Adviser"). If you have any questions about the contents of this brochure, please contact us at (888) 317-2810 or [info@theatlantaconsultinggroup.com](mailto:info@theatlantaconsultinggroup.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state authority.

The Adviser is an investment advisory firm registered with the appropriate regulatory authority. Registration does not imply a certain level of skill or training. Additional information about the Adviser is also available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

## **Item 2 - Material Changes**

This Wrap Fee Program Brochure (the "Wrap Brochure") is a document that the Adviser provides to clients of the Wrap Program as required by SEC Rules. The purpose of Item 2 of the Wrap Brochure is to provide clients with a summary of new and/or updated information that is contained in the remainder of the Wrap Brochure. This is the Adviser's initial Wrap Brochure and is prepared according to the SEC's new requirements and rules. In the future, this Item 2 will discuss only specific material changes that are made to the Wrap Brochure and will provide clients with a summary of such changes. It will also reference the date of the Adviser's last annual amendment of the Wrap Brochure. The Adviser will further provide clients with a new Wrap Brochure as necessary based on changes, new information, or at a client's request, at any time, without charge.

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#### **Item 4 - Services, Fees and Compensation**

The Adviser, a Georgia limited liability company, was formed in February 2017 and provides non-discretionary investment consulting as well as discretionary portfolio management to its clients. Such services may be offered through the “Wrap Program,” which has been designed to simplify the payment of management fees and brokerage expenses.

Roderick Hennek and Edward Michelson are the principal owners of the Adviser. Please see the Part 2B Brochures for more information on Mr. Hennek and Mr. Michelson, as well as others who formulate investment advice and have direct contact with clients, or have discretionary authority over client accounts.

##### **Investment Consulting & Portfolio Management**

At the outset of each client relationship, the Adviser discusses the client’s investment objectives and identifies the major investment goals of the client. Based on the information provided by the client, the Adviser generally develops an Investment Policy Statement (the “IPS”), which, if developed, will identify the portfolio structure, allocation model, and investment strategies to be utilized with respect to the client.

The Adviser typically considers the client’s assets, its capital structure, its operating expectations and its mission in developing an IPS. The Adviser may consider the tax implications for a client of strategies that may be used. In addition, the Adviser may consult with the client’s outside professionals (*e.g.*, legal, and tax), to ensure the IPS is consistent with the client’s larger wealth plan and/or investment objectives and goals. With respect to certain matters, the Adviser may advise clients to seek the assistance of outside professionals and coordinate with these outside professionals.

A client’s IPS generally will be updated from time to time when requested by the client, or when determined to be necessary or advisable by the Adviser based on updates to the client’s financial or other circumstances. The elements of the IPS are discussed periodically with each client, but do not necessarily include written documents.

To implement a client’s IPS, the Adviser will make recommendations for the client’s investment portfolio on a non-discretionary basis or manage the client’s investment portfolio on a discretionary basis, in each case pursuant to an advisory agreement with the client. When acting as a non-discretionary investment adviser, the Adviser must receive authorization from the client before executing trades in the account(s) under management. In such instances, the client retains the responsibility for the final decision with respect to all actions taken in the portfolio. When acting as a discretionary investment adviser, the Adviser has the authority to supervise and direct the trading within the portfolio without prior consultation with the client.

Notwithstanding the foregoing, clients may impose certain written restrictions on the Adviser in the management of investment portfolios, such as prohibiting the inclusion of certain types of investments in an investment portfolio or prohibiting the sale of certain investments held in the account at the commencement of the relationship; however, restrictions imposed by a client may adversely affect the composition and performance of the client’s investment portfolio. Each investment portfolio is treated individually by giving consideration to each investment for the client’s account. For these and other reasons, performance of client investment portfolios within the same investment objectives, goals and/or risk tolerance may differ and clients should not

expect that the composition or performance of their investment portfolios would necessarily be consistent with similar clients of the Adviser.

#### *Separate Account Managers*

The Adviser may recommend or select one or more Separate Account Managers (each, a “Manager”) for a particular client. The Adviser’s access to various Managers allows the Adviser to offer a wide variety of manager styles, and provides the opportunity to utilize more than one Manager. Factors that the Adviser considers in recommending/selecting Managers generally include the client’s stated investment objective(s), management style, performance, risk level, reputation, financial strength, reporting, pricing, and research.

The Manager(s) generally will be granted discretionary trading authority to provide investment supervisory services for the portfolio. Under certain circumstances, the Adviser retains the authority to terminate the Manager’s relationship or to add new Managers without specific client consent. In other cases, the client will ultimately select one or more Managers recommended by the Adviser.

The Adviser will monitor the investment approach and performance of the Manager(s).

#### *Retirement Plan Consulting Services*

The Adviser may provide retirement plan consulting services to employee benefit plans, which include defined benefit plans, defined contribution plans, 401(k) plans, 403(b) plans and 457 plans and their fiduciaries based upon an analysis of the needs of the plans. In general, these services may include existing plan review, asset allocation advice, money management services, communication and education services, investment performance monitoring, and/or ongoing consulting.

#### General Fee Information

The Adviser generally offers all clients meeting the minimum portfolio size required by the Adviser the opportunity to participate in the Wrap Program. Fees paid by clients to participate in the Wrap Program generally include brokerage expenses (*i.e.*, commissions, ticket charges, etc.) of the account, charges for custody services, the management fee paid to the Adviser and the fees of any Managers. Under this all-inclusive billing arrangement, the Adviser will assess one client fee that captures the management, brokerage, custody and administrative portions collectively. Please see Part 2A, **Item 5 – Fees and Compensation** for information on the Adviser’s fees and other billing information.

Fees paid to the Adviser are separate and distinct from the internal fees and expenses charged by mutual funds, exchange traded funds (“ETFs”) or other investment pools to their shareholders (generally including a management fee and fund expenses, as described in each fund’s prospectus or offering materials). Clients may pay certain fees in addition to the fees of the Wrap Program, such as margin interest, check fees, trade-away fees, odd lot differentials and other similar types of fees. Any portion of the Wrap Program fees that the Adviser does not pay to third parties in connection with transaction and execution expenses and/or to Managers is retained by the Adviser. Because of this, the Adviser may have a disincentive to trade securities in client accounts, as the Adviser’s overall compensation under this arrangement may be greater than it is for clients that do not participate in the Wrap Program. However, the Adviser pays a flat fee for all transaction and execution expenses to help mitigate against this conflict of interest.

The client should review all fees charged by funds, the Adviser and others to fully understand the total amount of fees paid by the client for investment and financial-related services. Clients participating in the Wrap Program may pay higher or lower fees than clients purchasing such services separately, depending on the cost of services if provided separately and the level of trading in a particular client's account.

#### Wrap Program Fee Information

Please see **Item 5 - Fees and Compensation** of ADV Part 2A for more information regarding the Wrap Program fees.

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

The Adviser serves retirement plans, including defined benefit plans, defined contribution plans, 401(k) plans, 403(b) plans and 457 plans, trusts, charitable organizations, endowments, foundations, corporations, individuals and high net worth individuals. Any clients meeting the minimum portfolio size required by the Adviser may participate in the Wrap Program.

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

In order to implement its Wrap Program, the Adviser will utilize the managed accounts program on the IAD platform offered by Raymond James and the Managed Account Select Program offered by Charles Schwab & Co., Inc. ("Schwab"). Each of these programs offers a wide variety of Manager styles and offers clients the opportunity to utilize more than one Manager if necessary to meet the needs and investment objectives of the client. Factors that the Adviser considers in recommending/selecting or recommending the replacement of/replacing Managers generally include the client's stated investment objective(s), management style, performance, risk level, reputation, financial strength, reporting, pricing, and research. In calculating and confirming the performance of Managers, the Adviser generally uses the Global Investment Performance Standards (GIPS) of the CFA Institute.

The Adviser also may act as a portfolio manager for the Program. Please refer to additional information found in the following Items of ADV Part 2A, which accompanies this Wrap Brochure: **Item 4 - Advisory Business; Item 6 - Performance-Based Fees and Side-By-Side Management; Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss; and Item 17 - Voting Client Securities.**

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

The Adviser provides information about a client's IPS or investment objectives to the applicable Manager(s) under the Wrap Program on a periodic basis. The Adviser will update such information from time to time to the extent it materially changes.

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

The Adviser is the only direct portfolio manager under the Wrap Program. No restrictions are placed on client's ability to contact or consult with the Adviser.

#### ***Item 9 - Additional Information***

Neither the Adviser nor its management persons have any disciplinary disclosure required. Please see ADV Part 2A for more information in the following areas: **Item 10 - Other Financial Industry**

***Activities and Affiliations, Item 11 - Code of Ethics, Item 13 - Review of Accounts, Item 14 - Client Referrals and Other Compensation, and Item 18 - Financial Information.***

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