

# RH Advisors, LLC

d/b/a Rock House Financial

## Firm Brochure - Form ADV Part 2A

*This brochure provides information about the qualifications and business practices of RH Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at (801) 447-4200 or by email at: [info@rockhousefinancial.com](mailto:info@rockhousefinancial.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about RH Advisors, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). RH Advisors, LLC's CRD number is: 293909.*

630 N Main Street  
Farmington, UT 84025  
(801) 447-4200  
[info@rockhousefinancial.com](mailto:info@rockhousefinancial.com)  
<https://www.rockhousefinancial.com>

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

Version Date: 08/19/2020

## **Item 2: Material Changes**

The material changes in this brochure from the last annual updating amendment of RH Advisors, LLC on 03/19/2020 are described below. Material changes relate to RH Advisors, LLC's policies, practices or conflicts of interests.

- RHF is now fee-only and will not allow the sale of commissionable products. (Item 10)
- RHF has received a Paycheck Protection Program Loan. (Item 18)

## Item 3: Table of Contents

Item 1: Cover Page	
Item 2: Material Changes .....	ii
Item 3: Table of Contents .....	iii
Item 4: Advisory Business .....	6
A. Description of the Advisory Firm.....	6
B. Types of Advisory Services.....	6
Robo-Advisory Portfolio Management Services .....	6
Pension Consulting Services .....	7
C. Client Tailored Services and Client Imposed Restrictions .....	7
D. Wrap Fee Programs.....	8
E. Assets Under Management.....	8
Item 5: Fees and Compensation.....	8
A. Fee Schedule.....	8
Robo-Advisory Portfolio Management Services Fees.....	9
B. Payment of Fees.....	10
Payment of Robo-Advisory Portfolio Management Fees .....	10
C. Client Responsibility For Third Party Fees.....	11
D. Prepayment of Fees .....	11
E. Outside Compensation For the Sale of Securities to Clients.....	11
Item 6: Performance-Based Fees and Side-By-Side Management .....	11
Item 7: Types of Clients .....	11
Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss .....	12
A. Methods of Analysis and Investment Strategies .....	12
B. Material Risks Involved .....	12
C. Risks of Specific Securities Utilized .....	13
Item 9: Disciplinary Information .....	14
A. Criminal or Civil Actions .....	14
B. Administrative Proceedings .....	14
C. Self-regulatory Organization (SRO) Proceedings .....	14
Item 10: Other Financial Industry Activities and Affiliations.....	14
A. Registration as a Broker/Dealer or Broker/Dealer Representative .....	14
B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.....	14
C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests.....	15
D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections .....	15
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	15

A.	Code of Ethics.....	15
B.	Recommendations Involving Material Financial Interests .....	16
C.	Investing Personal Money in the Same Securities as Clients.....	16
D.	Trading Securities At/ Around the Same Time as Clients' Securities .....	16
	Item 12: Brokerage Practices.....	16
A.	Factors Used to Select Custodians and/or Broker/Dealers .....	16
1.	Research and Other Soft-Dollar Benefits .....	17
2.	Brokerage for Client Referrals .....	19
3.	Clients Directing Which Broker/Dealer/Custodian to Use .....	19
B.	Aggregating (Block) Trading for Multiple Client Accounts .....	19
	Item 13: Review of Accounts .....	19
A.	Frequency and Nature of Periodic Reviews and Who Makes Those Reviews.....	19
B.	Factors That Will Trigger a Non-Periodic Review of Client Accounts.....	20
C.	Content and Frequency of Regular Reports Provided to Clients.....	20
	Item 14: Client Referrals and Other Compensation .....	20
A.	Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes) .....	20
B.	Compensation to Non – Advisory Personnel for Client Referrals.....	21
	Item 15: Custody.....	21
	Item 16: Investment Discretion .....	22
	Item 17: Voting Client Securities (Proxy Voting).....	22
	Item 18: Financial Information.....	22
A.	Balance Sheet .....	22
B.	Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients .....	22
C.	Bankruptcy Petitions in Previous Ten Years .....	23

## **Item 4: Advisory Business**

### **A. Description of the Advisory Firm**

RH Advisors, LLC d/b/a Rock House Financial (hereinafter “RHF”) is a Limited Liability Company organized in the State of Utah. The firm was formed in January 2018, and the principal owner is Robert Aamodt.

### **B. Types of Advisory Services**

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

RHF offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. RHF creates an Investment Policy Statement for each client, which outlines the client’s current situation (income, tax levels, and risk tolerance levels). Portfolio management services include, but are not limited to, the following:

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

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

RHF seeks to provide that investment decisions are made in accordance with the fiduciary duties owed to its accounts and without consideration of RHF’s economic, investment or other financial interests. To meet its fiduciary obligations, RHF attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, RHF’s policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is RHF’s policy to allocate investment opportunities and transactions it identifies as being appropriate and prudent among its clients on a fair and equitable basis over time.

#### ***Robo-Advisory Portfolio Management Services***

RHF provides “robo-advisory” portfolio management services via an online interface. This entails the use of algorithm-based portfolio management advice, rather than in-person investment advice. These automated investment solutions are customized to each

client and based on individual characteristics, such as the client's age, risk tolerance, income, and current assets, among others.

### ***Pension Consulting Services***

RHF offers consulting services to pension or other employee benefit plans (including but not limited to 401(k) plans). Pension consulting may include, but is not limited to:

- identifying investment objectives and restrictions
- providing guidance on various assets classes and investment options
- recommending money managers to manage plan assets in ways designed to achieve objectives
- monitoring performance of money managers and investment options and making recommendations for changes
- recommending other service providers, such as custodians, administrators and broker-dealers
- creating a written pension consulting plan

These services are based on the goals, objectives, demographics, time horizon, and/or risk tolerance of the plan and its participants.

### ***Financial Planning***

Financial plans and financial planning may include, but are not limited to: investment planning; life insurance; tax concerns; retirement planning; college planning; and debt/credit planning.

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

RHF generally limits its investment advice to mutual funds, fixed income securities, equities and ETFs. RHF may use other securities as well to help diversify a portfolio when applicable.

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

RHF offers the same suite of services to all of its clients. However, specific client investment strategies and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels). Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent RHF from properly servicing the client account, or if the restrictions would require RHF to deviate from its standard suite of services, RHF reserves the right to end the relationship.

RHF provides online “robo-advisory” portfolio management. Client accounts are generally invested into a target allocation depending on the client’s individual profile. This automated approach factors in client financial situation and risk tolerance, although the algorithms used to provide advisory services are designed to be utilized by RHF across multiple clients. Clients may not impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs.

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

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

#### **E. Assets Under Management**

RHF has the following assets under management:

<b>Discretionary Amounts:</b>	<b>Non-discretionary Amounts:</b>	<b>Date Calculated:</b>
\$110,967,944.00	\$19,118,525.00	December 2019

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

#### **A. Fee Schedule**

##### *Portfolio Management Fees*

<b>Total Assets Under Management</b>	<b>Annual Fees</b>
\$0 - \$250,000	1.50%
\$250,001 - \$1,000,000	1.25%
\$1,000,001 - \$2,500,000	1.10%
\$2,500,001 - \$10,000,000	0.90%
\$10,000,000 – And Up	0.60%

The advisory fee is calculated using the value of the assets in the Account on the last business day of the prior billing period.

These fees are generally negotiable and the final fee schedule will be memorialized in the client’s advisory agreement. Clients may terminate the agreement without penalty for a full refund of RHF's fees within five business days of signing the Investment Advisory

Contract. Thereafter, clients may terminate the Investment Advisory Contract generally with 7 days' written notice.

### ***Robo-Advisory Portfolio Management Services Fees***

RHF provides robo-advisory portfolio management services via an online interface.

Total Assets Under Management	Annual Fees
All Assets	.40%

The final fee schedule is attached as Exhibit II of the Investment Advisory Contract.

For purposes of calculating the advisory fee, RHF uses the value of the account as of the last business day of the prior billing period.

Clients may terminate the agreement without penalty, for full refund of RHF's fees, within five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the Investment Advisory Contract with thirty days' written notice.

### ***Pension Consulting Services Fees***

#### **Asset-Based Fees for Pension Consulting**

Total Assets Under Management	Annual Fee
\$0 - \$1,000,000	1.00%
\$1,000,001 - \$5,000,000	0.75%
\$5,00,001 – And Up	0.50%

For purposes of calculating the advisory fee, RHF uses the value of the account as of the last business day of the prior billing period. These fees are generally negotiable and the final fee schedule will be memorialized in the client's advisory agreement.

Clients may terminate the agreement without penalty for a full refund of RHF's fees within five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the pension consulting agreement generally with 30 days' written notice.



## ***Financial Planning Fees***

### **Fixed Fees**

The negotiated fixed rate for creating client financial plans is between \$900 and \$10,000.

### **Hourly Fees**

The negotiated hourly fee for these services is between \$150 and \$300.

Clients may terminate the agreement without penalty, for full refund of RHF's fees, within five business days of signing the Financial Planning Agreement. Thereafter, clients may terminate the Financial Planning Agreement generally upon written notice.

## **B. Payment of Fees**

### ***Payment of Portfolio Management Fees***

Asset-based portfolio management fees are withdrawn directly from the client's accounts with client's written authorization on a quarterly basis, or may be invoiced and billed directly to the client on a quarterly basis. Clients may select the method in which they are billed. Fees are paid in advance.

### ***Payment of Robo-Advisory Portfolio Management Fees***

Robo-advisory portfolio management fees are withdrawn directly from the client's accounts with client's written authorization. Fees are paid quarterly in advance.

### ***Payment of Pension Consulting Fees***

Asset-based pension consulting fees are withdrawn directly from the client's accounts with client's written authorization on a quarterly basis. Fees are paid in advance.

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

Financial planning fees are paid via check, wire and credit/debit card.

Fixed financial planning fees are paid 50% in advance, but never more than six months in advance, with the remainder due upon presentation of the plan.

Hourly financial planning fees are paid 50% in advance, but never more than six months in advance, with the remainder due upon presentation of the plan.

### **C. Client Responsibility For Third Party Fees**

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

### **D. Prepayment of Fees**

RHF collects fees in advance. Refunds for fees paid in advance but not yet earned will be refunded on a prorated basis and returned within fourteen days to the client via check, or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be equal to the balance of the fees collected in advance minus the daily rate\* times the number of days elapsed in the billing period up to and including the day of termination. (\*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

Fixed fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination.

For hourly fees that are collected in advance, the fee refunded will be the balance of the fees collected in advance minus the hourly rate times the number of hours of work that has been completed up to and including the day of termination.

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

Neither RHF nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

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

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

## **Item 7: Types of Clients**

RHF generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Pension and Profit Sharing Plans

- ❖ Small Businesses
- ❖ Municipalities
- ❖ 529 Plans

There is no account minimum for any of RHF's services.

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

### A. Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

RHF's methods of analysis include Modern portfolio theory.

**Modern portfolio theory** is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset.

#### *Investment Strategies*

RHF uses long term trading.

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

### B. Material Risks Involved

#### *Methods of Analysis*

**Modern portfolio theory** assumes that investors are risk averse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

#### *Investment Strategies*

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments.

These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

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

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

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond “fixed income” nature (lower risk) or stock “equity” nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance.

**Options** are contracts to purchase a security at a given price, risking that an option may expire out of the money resulting in minimal or no value. An uncovered option is a type of options contract that is not backed by an offsetting position that would help mitigate risk. The risk for a “naked” or uncovered put is not unlimited, whereas the potential loss for an uncovered call option is limitless. Spread option positions entail buying and selling

multiple options on the same underlying security, but with different strike prices or expiration dates, which helps limit the risk of other option trading strategies. Option writing also involves risks including but not limited to economic risk, market risk, sector risk, idiosyncratic risk, political/regulatory risk, inflation (purchasing power) risk and interest rate risk.

**Unit investment Trusts (“UIT”):** Investment companies offer individuals the opportunity to invest in a diversified portfolio of securities with a low initial investment requirement. A UIT is either a regulated investment corporation (RIC) or a grantor trust. A RIC is a corporation in which the investors are joint owners, and a grantor trust grants investors proportional ownership in the UIT's underlying securities. It is difficult to predict the future performance of a UIT. If a UIT had excellent performance last year does not necessarily mean that it will duplicate that performance. For example, market conditions can change, and this year's winning UIT could be next year's loser.

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

## **Item 9: Disciplinary Information**

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

There are no criminal or civil actions to report.

### **B. Administrative Proceedings**

There are no administrative proceedings to report.

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

There are no self-regulatory organization proceedings to report.

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

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

Neither RHF nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

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

Neither RHF nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

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

RHF has entered into an investment advisory contract with Mutual Securities, Inc. to provide investment advisory services for their variable annuity and variable life contracts. RHA receives a flat advisory fee of 55 bps for the advisory services provided.

Robert Aamodt, Nicole Roberts and Zachary Nelson all hold insurance licenses but will no longer be selling insurance products. They are maintaining their licenses so they can provide advice relating to insurance products as part of comprehensive financial planning, as per Utah Insurance Commission Code. RHF is now fee-only and will not allow the sale of commissionable products.

Robert Paul Aamodt is an adjunct instructor at University of Utah.

Robert Paul Aamodt is a consultant at Bob Aamodt Inc.

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

RHF does not utilize nor select third-party investment advisers.

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

## **A. Code of Ethics**

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

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

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

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

From time to time, representatives of RHF may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of RHF to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. RHF will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

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

From time to time, representatives of RHF may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of RHF to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, RHF will never engage in trading that operates to the client's disadvantage if representatives of RHF buy or sell securities at or around the same time as clients.

# **Item 12: Brokerage Practices**

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

Custodians/broker-dealers will be recommended based on RHF's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. This means that RHF seeks a custodian/broker-dealer that will hold client assets and execute transactions on terms that are, overall, most advantageous when compared with other available providers and their services. RHF considers a range of factors, including but not limited to:

- Capability to execute, clear, and settle trades (buy and sell securities for your account) itself or to facilitate such services.
- Proficiency in facilitating timely transfers and payments to and from accounts.
- Availability of investment research and tools that assist us in making investment decisions.
- Competitiveness of the price of those services and willingness to negotiate the prices. [Clients will not necessarily pay the lowest commission or commission equivalent.]

- Quality of services.
- Reputation, financial strength, and stability.
- Prior service to us and our other clients.

MTG, LLC dba Betterment Securities ("Betterment Securities"), a registered broker-dealer, member SIPC, will be the qualified custodian for client accounts using Betterment LLC and/or Betterment Institutional. RHF is independently owned and operated; it is not affiliated with Betterment Securities. Clients will open the account with Betterment Securities by entering into an account agreement directly with them. While we do not open the account for you, we may assist you in doing so.

RHF requires clients to use TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC, and E\*TRADE Advisor Services for accounts that are not using Betterment.

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

While RHF has no formal soft dollars program in which soft dollars are used to pay for third party services, RHF may receive research, products, or other services from custodians and broker-dealers in connection with client securities transactions ("soft dollar benefits"). RHF may enter into soft-dollar arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. There can be no assurance that any particular client will benefit from soft dollar research, whether or not the client's transactions paid for it, and RHF does not seek to allocate benefits to client accounts proportionate to any soft dollar credits generated by the accounts. RHF benefits by not having to produce or pay for the research, products or services, and RHF will have an incentive to recommend a broker-dealer based on receiving research or services. Clients should be aware that RHF's acceptance of soft dollar benefits may result in higher commissions charged to the client.

**BROKERAGE AND CUSTODY COSTS** - For client accounts that Betterment Securities maintains, Betterment Securities generally does not charge separately for custody services. It is instead compensated as part of the Betterment Institutional platform fee, which is a percentage of the dollar amount of assets in the account in lieu of commissions. RHF has determined that having Betterment Securities execute trades is consistent with its duty to seek "best execution" of trades (see above).

**SERVICES AVAILABLE VIA BETTERMENT INSTITUTIONAL** -Betterment Securities serves as broker-dealer to Betterment Institutional, an investment and advice platform serving independent investment advisory firms. Betterment Institutional also offers available various support services, which may not be available to its retail customers. Some of those services help RHF manage or administer client accounts, while others help us manage and grow our business. Betterment Institutional's support services are generally available on an unsolicited basis (RHF does not have to request these services) and at no additional charge to RHF. The following is a more detailed description of Betterment Institutional's support services:



1. SERVICES THAT BENEFIT THE CLIENT. Betterment Institutional includes access to a range of investment products, execution of securities transactions, and custody of client assets through Betterment Securities. Betterment Securities' services described in this paragraph generally benefit clients and their accounts.

2. SERVICES THAT MAY NOT DIRECTLY BENEFIT CLIENTS. Betterment Institutional also makes available to RHF other products and services that benefit RHF, but may not directly benefit the client or client accounts. These products and services assist RHF in managing and administering client accounts, such as software and technology that may:

- Assist with back-office functions, recordkeeping, and client reporting of our accounts.
- Provide access to client account data (such as duplicate trade confirmations and account statements).
- Provide pricing and other market data.
- Assist with back-office functions, recordkeeping, and client reporting.

3. SERVICES THAT GENERALLY BENEFIT ONLY US. By using Betterment Institutional, we will be offered other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events.
- Consulting on technology, compliance, legal, and business needs.
- Publications and conferences on practice management and business succession.

#### OUR INTEREST IN BETTERMENT SECURITIES' SERVICES

The availability of these services from Betterment Institutional benefits RHF because we do not have to produce or purchase them. In addition, RHF does not have to pay an additional fee for Betterment Securities' services, although these services may be contingent upon RHF committing a certain amount of assets to Betterment Securities for custody. RHF has an incentive to have clients maintain their accounts with Betterment Securities based on RHF's interest in receiving Betterment Institutional's and Betterment Securities' services that benefit our business rather than based on clients' interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. However, the availability to us of Betterment Institutional's and Betterment Securities' products and services is not based on RHF giving particular investment advice, such as buying particular securities for its clients. Moreover, RHF believes that use of Betterment Securities as custodian and broker-dealer is in the clients' best interests and consistent with RHF's fiduciary duty. RHF's selection of Betterment Securities is primarily supported by the scope, quality, and price of services (described above) rather than Betterment Institutional's and Betterment Securities' services that benefit RHF directly.

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

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

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

RHF will require clients to use a specific broker-dealer to execute transactions. Not all advisers require clients to use a particular broker-dealer.

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

If RHF buys or sells the same securities on behalf of more than one client, then it may (but would be under no obligation to) aggregate or bunch such securities in a single transaction for multiple clients in order to seek more favorable prices, lower brokerage commissions, or more efficient execution. In such case, RHF would place an aggregate order with the broker on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. RHF would determine the appropriate number of shares and select the appropriate brokers consistent with its duty to seek best execution, except for those accounts with specific brokerage direction (if any).

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

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

All client accounts for RHF's advisory services provided on an ongoing basis are reviewed at least Annually by Kyle Wilhelm, CCO, with regard to clients' respective investment policies and risk tolerance levels. All accounts at RHF are assigned to this reviewer.

Robo-advisory portfolio management accounts are not reviewed by RHF, save for automated allocation revisions. Clients are encouraged to update RHF of any change in their objectives, risk tolerance, or other pertinent information.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Kyle Wilhelm, CCO. Financial planning clients are provided a one-time financial plan concerning their financial situation. After the presentation of the plan, there are no further reports. Clients may request additional plans or reports for a fee.

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

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

Robo-advisory portfolio management accounts do not undergo non-periodic review by RHF, allocations will change in accordance with the portfolio management software utilized by RHF and changes to the client's profile.

With respect to financial plans, RHF's services will generally conclude upon delivery of the financial plan.

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

Each client of RHF's advisory services provided on an ongoing basis will receive a monthly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian. RHF will also provide at least quarterly a separate written statement to the client.

Robo-advisory portfolio management clients will receive at least quarterly a written report that details the client's account including assets held and asset value, which report will come from the custodian and at least quarterly a written report from RHF.

Each financial planning client will receive the financial plan upon completion.

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

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

RHF participates in the institutional advisor program (the "Program") offered by TD Ameritrade. TD Ameritrade offers to independent investment advisor services which include custody of securities, trade execution, clearance and settlement of transactions. RHF receives some benefits from TD Ameritrade through its participation in the Program.

As disclosed above, RHF participates in TD Ameritrade's institutional advisor program and RHF may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between RHF's participation in the Program and the investment advice it gives to its clients, although RHF receives economic benefits through its participation in the Program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving RHF participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have RHF's fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to RHF by third party vendors. TD Ameritrade may also pay for

business consulting and professional services received by RHF's related persons. Some of the products and services made available by TD Ameritrade through the Program may benefit RHF but may not benefit its client accounts. These products or services may assist RHF in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help RHF manage and further develop its business enterprise. The benefits received by RHF or its personnel through participation in the Program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, RHF endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by RHF or its related persons in and of itself creates a conflict of interest and may indirectly influence the RHF's choice of TD Ameritrade for custody and brokerage services.

RHF will receive a non-economic benefit from Betterment Institutional and Betterment Securities in the form of the support products and services it makes available to RHF (and other independent investment advisors whose clients maintain their accounts at Betterment Securities). These products and services, how they benefit RHF, and the related conflicts of interest are described above - see Item 12. The availability of Betterment Institutional and Betterment Securities' products and services to RHF is not based on RHF giving particular investment advice, such as buying particular securities for its clients.

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

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

### **Item 15: Custody**

When advisory fees are deducted directly from client accounts at client's custodian, RHF will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy.

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

RHF provides discretionary and non-discretionary investment advisory services to clients. The advisory contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, RHF generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share.

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

RHF acknowledges its fiduciary obligation to vote proxies on behalf of those clients that have delegated to it, or for which it is deemed to have, proxy voting authority. RHF will vote proxies on behalf of a client solely in the best interest of the relevant client. RHF has established general guidelines for voting proxies. RHF may also abstain from voting if, based on factors such as expense or difficulty of exercise, it determines that a client's interests are better served by abstaining. Further, because proxy proposals and individual company facts and circumstances may vary, RHF may vote in a manner that is contrary to the general guidelines if it believes that it would be in a client's best interest to do so. If a proxy proposal presents a conflict of interest between RHF and a client, then RHF will disclose the conflict of interest to the client prior to the proxy vote and, if participating in the vote, will vote in accordance with the client's wishes.

Clients may obtain a complete copy of the proxy voting policies and procedures by contacting RHF in writing and requesting such information. Each client may also request, by contacting RHF in writing, information concerning the manner in which proxy votes have been cast with respect to portfolio securities held by the relevant client during the prior annual period. Clients can send written requests to the Chief Compliance Officer at [kyle@rockhousefinancial.com](mailto:kyle@rockhousefinancial.com).

## **Item 18: Financial Information**

### **A. Balance Sheet**

RHF neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

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

In light of the COVID-19 coronavirus and historic decline in market values, RHF has elected to participate in the CARES Act's Paycheck Protection Program ("PPP") to strengthen its balance sheet. RHF intends to use this loan predominantly to continue payroll for the firm and may ultimately seek loan forgiveness per the terms of the PPP. Due to this and other measures taken internally, RHF has been able to operate and continue serving its clients.

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

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