

**Part 2A of Form ADV: Firm Brochure**

**World Trend Financial Planning Services Ltd.**

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This brochure provides information about the qualifications and business practices of World Trend Financial Planning Services Ltd. If you have any questions about the contents of this brochure, please contact us at (319) 364-3041. 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 World Trend Financial Planning Services Ltd. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 Material Changes**

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

Since the filing of our last annual updating amendment, dated March 27, 2019 we have the following material changes:

Item 5 - We have updated this section to more accurately reflect our fee billing.

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## Item 4 Advisory Business

World Trend Financial Planning Services Ltd. (World Trend Financial) has been in business since 1991. Timothy F. Terry, Tory A. Meiborg, Bradley O. Haverback, Donna S. Sanders and Robert M. Myers are the current owners of the company.

World Trend Financial Planning Services Ltd. provides financial planning and asset management services to clients based on the individual needs and goals of each client. Our process is as follows:

**Investment directed by purpose** - A family legacy, a stream of income, a secure and happy retirement - what are your goals?

**Risk carefully controlled** - We recognize that all return on investment is a product of risk. Your goals and our knowledge of investment returns direct us to intelligent choices.

**Assets intelligently grouped** - Assets are assigned to the best possible categories to produce the return you have determined. Focus on cash? On fixed income? On stocks? Our analysis of investment diversity secures the best possible allocation of your assets.

**Risk and return managed in detail** - We analyze and refine the asset categories.

**Decisions guided at every step** - Expectations are defined. These expectations guide our decision making to help you achieve your financial goals.

Through the use of individually structured asset allocations, access to timely and accurate information and a risk intelligent investment strategy, we help our clients maximize their wealth and achieve financial security. Clients may impose restrictions on investing in certain securities or types of securities.

### Financial Planning Services

World Trend Financial provides financial planning advice, supplying analysis and recommendations in the areas of investment planning, retirement planning, educational funding, risk management, estate planning, and elder care planning.

World Trend Financial approaches the financial planning process as an ongoing engagement, meeting periodically with the client to assure the plans World Trend Financial develop and implement adapt to changes in the client's financial position.

For clients who prefer to manage their own accounts or need professional advice on a particular planning issue, World Trend Financial offers consulting on an as needed basis.

### Asset Management Services

An asset management relationship with a financial advisor is unique in that the advisor has a fiduciary duty to act in the best interest of the client at all times. A fee is negotiated in advance and is based upon the total amount of assets under management. There are no commissions paid to World Trend Financial on purchases or sales of assets under management.

World Trend Financial does not represent, warranty or imply that the services or methods of analysis used by World Trend Financial can or will predict future results, successfully identify market tops or bottoms, interest rate movements, or insulate clients from losses due to major market corrections or crashes. No guarantees can be offered that the client's goals or objectives will be achieved.

World Trend Financial does not offer any wrap fee programs

As of December 31, 2019 World Trend Financial managed client assets totaling \$545,574,649 on a non-discretionary basis. The firm does not manage any assets on a discretionary basis.

## Item 5 Fees and Compensation

### Financial Planning Services

A client may contract for all or a portion of World Trend Financials Financial Planning Services. The firm shall determine fees for services furnished under this agreement by use of one of the following methods:

1. An hourly rate fee based on the level of skill(s) required, the urgency of the issue(s) and/or the personnel necessary to perform the services. Hourly rates range from \$75 to \$350 per hour. Hourly rate fees shall be due and payable as billed, at least on a monthly basis.
2. A flat fee for services based upon the type of work requested and a preliminary assessment of the composition, structure and complexity of the client's circumstances. Half the fee is due at the start of the engagement, and the balance is due when the plan is delivered. The minimum flat fee is \$2,500.

The financial planning services are considered fulfilled, and therefore completed, upon presentation of the financial plan or advice to the client. The client is under no obligation to purchase any securities or insurance products, if recommended, through World Trend Financial.

### Asset Management Services

For Asset Management Services, World Trend Financial charges an annual fee based on a percentage of assets under management according to the following fee schedule:

Assets Under Management	Annual Percentage Fee	Quarterly Percentage Fee
Up to \$2,000,000	up to 1.0%	up to .25%
Over \$2,000,000	Negotiated	Negotiated

All fees for services are based on the market value of the client's portfolio on the first day of each quarter and shall be due and payable, in advance, on a quarterly basis. World Trend Financial will debit its fees from client accounts, exceptions must be mutually agreed. Either party may cancel the advisory contract upon 30-days written notice. The client may cancel without penalty and receive a pro-rated refund based on the number of days the account remained open in a partial quarter. However, if a client receives an initial financial plan but then cancels the Asset Management agreement within the first year of services, a flat fee (not less than the \$2,500 minimum) for the financial planning services rendered will be calculated and shall be due and payable as billed.

Clients should be aware that opening an investment account carries costs with it beyond the advisory fees World Trend Financial charges. All accounts are subject to a variety of fees and expenses which will be paid by the client and have been described below:

- 12b-1 fees
- Mutual fund administrative and marketing fees
- Account maintenance fees charged by a broker dealer, including inactivity fees
- Brokerage commissions
- Postage and handling charges
- Contingent Deferred Sales Charges (CDSC)
- Processing charges
- Transfer fees

- Ticket charges

All fees paid to World Trend Financial for Asset Management Services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses and a possible distribution fee. Accordingly, the client should review both the fees charged by the funds and the fees charged by World Trend Financial to fully understand the total amount of fees to be paid by the client and to thereby evaluate the services being provided.

World Trend Financial does not exercise any authority to vote proxies on a client's behalf.

World Trend Financial provides ongoing Financial Planning Services to all Asset Management clients. The fee for Financial Planning Services provided to Asset Management clients is not billed separately and is included within the fee schedule based on a percentage of assets under management.

**Additional Information on Fees:**

World Trend Financial acts as a fiduciary in the best interests of the client and may, when necessary, act as a facilitator when the client's scope of work extends beyond the competencies of World Trend Financial or the client has existing professional relationships. Prior to engaging other professionals, the client is informed of the need to involve special assistance. Fees for outside assistance are the responsibility of the client. With the client's permission, outside professionals may participate directly or indirectly in the advising process. World Trend Financial receives no remuneration from other professionals who provide support services.

Persons providing investment advice on behalf of our firm are registered representatives of Ausdal Financial Partners, Inc. a securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. In their capacity as registered representatives, these persons receive compensation in connection with the purchase and sale of securities or other investment products, including asset-based sales charges, service fees or 12b-1 fees, or holding, of mutual funds. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice to advisory clients on behalf of our firm who are registered representatives have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. Persons providing investment advice to advisory clients on behalf of our firm can select or recommend, and in many instances will select or recommend, mutual fund investments in share classes that pay 12b-1 fees when clients are eligible to purchase share classes of the same funds that do not pay such fees and are less expensive. This presents a conflict of interest. You are under no obligation, contractually or otherwise, to purchase securities products through any person affiliated with our firm who receives compensation described above. Further to address this conflict of interest:

- we disclose the conflict to our clients in this Brochure;
- we collect and maintain adequate information about our clients and their accounts, including their financial circumstances, investment objectives, and risk tolerance, and we conduct regular account reviews to confirm the designated portfolio is suitable;
- we periodically review holdings and strategies to identify significant disparities indicative of unusual treatment; and
- we educate our employees regarding our fiduciary responsibilities, regardless of fee arrangement.

Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Please refer to Item 12 for information regarding our brokerage practices.

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

World Trend Financial Planning Services Ltd. does not utilize performance-based fees.

## **Item 7 Types of Clients**

World Trend Financial Planning Services Ltd. does not impose size restrictions and generally provides investment advice to the following:

- Individuals
- Trust, Estates or Charitable Organizations
- Corporations or Business Entities other than those listed above

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

World Trend Financial manages investment portfolios for individuals, trusts, and small businesses. World Trend Financial will work with the client to determine the client's investment objectives and investor risk profile and will design a written investment policy statement. World Trend Financial uses portfolio allocation software to evaluate alternative portfolio designs. Once a client approves the investment plan, World Trend Financial works with the client to implement the plan. World Trend Financial will then continuously monitor the client's portfolio holdings and overall asset allocation strategy. The firm conducts scheduled review meetings with clients and will recommend account rebalancing as necessary.

World Trend Financial will typically create a portfolio following a passive asset class investment philosophy with low holdings turnover. The investment strategies used to implement any investment advice given to clients are long term purchases (at least a year).

Associated Risks:

- Long term purchases: General risk involved is opportunity risk. Opportunity risk is where by investing in one security you lose the potential to invest in something that may perform better in a shorter period.
- Trading: Frequent trading may impact a portfolio's performance through increased costs associated with the amount of activity occurring in the client account.

In the course of providing investment advice, the advisor may address investment advisory issues affecting many types of assets, which may be owned by the client. These assets may include equities, warrants, corporate debt, commercial paper, certificates of deposit, municipal, investment company, United States government and options contracts. Advisers may also assist clients in selecting investment managers from various managed account programs to manage their assets.



Generally the security most used by advisors are mutual funds. In analyzing funds, we look at the experience and track record of the portfolio managers to determine if they have demonstrated the ability to invest successfully over periods of time and in different economic conditions. We also consider whether or not there is a significant overlap with the underlying investments held by other mutual funds. We monitor the mutual funds in an attempt to determine if they are continuing to follow their stated investment strategies. We also evaluate the fees of the portfolio managers and the internal expenses of the mutual funds to determine whether the client is receiving adequate value for these fees and expenses.

## **Item 9 Disciplinary Information**

There are no disciplinary actions to report.

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

Persons providing investment advice on behalf of the firm may be registered representatives with Ausdal Financial Partners as their registered securities broker-dealer. Ausdal Financial Partners offers investments in mutual funds and variable products to its clients. Advisory clients for whom variable and investment products are recommended can consider Ausdal Financial Partners. An advisory client is under no obligation to follow the recommendation or to use the recommended firm.

Advisory representatives, if not salaried, who are also registered representatives of Ausdal Financial Partners may earn a portion of the commissions clients pay for transactions whenever an advisory client chooses to use them for that purpose. The additional income that the service generates creates an incentive to recommend it and creates an inherent risk for a conflict of interest.

Our firm is also licensed as an insurance agency. Therefore, persons providing investment advice on behalf of our firm may be licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate from our advisory fees. See the *Fees and Compensation* section in this brochure for more information on the compensation received by insurance agents who are affiliated with our firm.

We are affiliated with Terry, Lockridge and Dunn Inc. through common control and ownership. If you require accounting services, we will recommend that you use the services of our affiliate. Our advisory services are separate and distinct from the compensation paid to our affiliate for their services. This affiliated firm is otherwise regulated by the professional organizations to which it belongs and must comply with the rules of those organizations. These rules may prohibit paying or receiving referral fees to or from investment advisers that are not members of the same organization.

The affiliated entity presents a conflict of interest for us because we may have a direct or indirect financial incentive to recommend an affiliated firm's services. While we believe that compensation charged by an affiliated firm is competitive, such compensation may be higher than fees charged by other firms providing the same or similar services. You are under no obligation to use the services of any firm we recommend, whether affiliated or otherwise, and may obtain comparable services and/or lower fees through other firms.



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

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To mitigate this conflict of interest, it is our policy that neither our firm nor persons associated with our firm shall have priority over your account in the purchase or sale of securities.

Conditions for Managing Accounts - World Trend Financial does provide investment advisory services, manages investment advisory accounts and holds itself out as providing financial planning or some similarly termed services. The firm does not impose a minimum dollar value of assets or other conditions for starting or maintaining an account.

Our code of ethics is as follows:

### WORLD TREND FINANCIAL CODE OF ETHICS

**Objectivity:** World Trend Financial employees strive to be as unbiased as possible in providing advice to clients.

**Confidentiality:** We shall keep all client data private unless authorization is received from the client to share it. World Trend Financial employees shall treat all documents with care and take care when disposing of them. Communications with clients shall be kept private.

**Competence:** We strive to maintain a high level of knowledge and ability. Employees shall attain continuing education at least at the minimum level required by FINRA and any professional certifications they maintain. Employees shall not provide advice in areas where they are not capable.

**Fairness & Suitability:** Dealings and recommendation with clients will always be in the client's best interests. World Trend Financial employees put their clients first.

**Integrity & Honesty:** We endeavor to always take the high road and to be ever mindful of the potential for misunderstanding that can accrue in normal human interactions. World Trend Financial employees will be diligent to keep actions and reactions so far above board that a client, or other professional, would not doubt intentions. In all actions, we are mindful that in addition to serving our clients, we are about the business of building a respected and reputable firm and our actions should reflect this.

**Regulatory Compliance:** World Trend Financial employees will strive to maintain conformity with legal regulations.

**Full Disclosure:** We shall fully describe method of compensation and potential conflicts of interest to clients and also specify the total cost of investments.

**Humility:** We will not be arrogant in our thinking. World Trend Financial employees will be humble and open to the ideas of others, both within the firm and those outside.

**Professionalism:** World Trend Financial employees will conduct themselves in a way that would be a credit to our firm at all times. Employment at World Trend Financial involves integrity, honest treatment of clients, and treating people with respect.

## Item 12 Brokerage Practices

World Trend Financial recommends the brokerage and custodial services of TD Ameritrade, and Fidelity (whether one or more "Custodian"). Your assets must be maintained in an account at a "qualified custodian," generally a broker-dealer or bank. In recognition of the value of the services the Custodian provides, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

We seek to recommend a custodian/broker that will hold your assets and execute transactions on terms that are, overall, the most favorable compared to other available providers and their services. We consider various factors, including:

- Capability to buy and sell securities for your account itself or to facilitate such services.
- The likelihood that your trades will be executed.
- Overall quality of services.
- Competitiveness of price.
- Reputation, financial strength, and stability.

The TD Ameritrade and Fidelity Investments platforms provide World Trend Financial with access to their institutional trading and operations services, which are not typically available to retail investors. World Trend Financial and its clients also benefit from the electronic capabilities, wide range of product offerings and support that simplifies account processing, management and reporting. World Trend Financial's relationship with TD Ameritrade and Fidelity Investments platforms assist World Trend Financial in providing advisory services to the client. While clients are free to direct World Trend Financial to use any broker-dealer of their choice, World Trend Financial, at its discretion, may not accept the choice of a broker-dealer which does not provide execution services at a reasonable cost, or where significant administrative burdens would be incurred by World Trend Financial that would inhibit its ability to provide cost-effective services to the client.

Persons providing investment advice on behalf of our firm who are registered representatives of Ausdal Financial Partners will recommend Ausdal Financial Partners to you for brokerage services. These individuals are subject to applicable rules that restrict them from conducting securities transactions away from Ausdal Financial Partners unless Ausdal Financial Partners provides the representative with written authorization to do so. Therefore, these individuals are generally limited to conducting securities transactions through Ausdal Financial Partners. It may be the case that Ausdal Financial Partners charges higher transactions costs and/or custodial fees than another broker charges for the same types of services. If transactions are executed through Ausdal Financial Partners, these individuals (in their separate capacities as registered representatives of Ausdal Financial Partners) may earn commission-based compensation as result of placing the recommended securities transactions through Ausdal Financial Partners. This practice presents a conflict of interest because these registered representatives have an incentive to effect securities transactions for the purpose of generating commissions rather than solely based on your needs. You may utilize the broker-dealer of your choice and have no obligation to purchase or sell securities through such broker.

In addition, World Trend Financial is authorized to act as an advisor to participants in the University of Iowa Retirement plan at TIAA-CREF. World Trend Financial provides investment advice on the investment options made available by TIAA-CREF to University of Iowa.

World Trend Financial does not combine multiple orders for shares of the same securities purchased for advisory accounts we manage (the practice of combining multiple orders for shares of the same securities is commonly referred to as "block trading"). Accordingly, you may pay different prices for the

same securities transactions than other clients pay. Furthermore, we may not be able to buy and sell the same quantities of securities for you and you may pay higher commissions, fees, and/or transaction costs than other clients.

## **Item 13 Review of Accounts**

The World Trend Financial Investment Adviser Representative of record on the client's account conducts reviews. This is generally the Adviser who is working with the client. Clients are advised that they should notify their Adviser promptly of any changes to the client's financial goals, objectives or financial situation.

**Asset Management Clients:** Reviews will be conducted with clients not less than annually. Clients may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place. All reviews, whether annual, quarterly or otherwise, are responsive to the financial circumstances of the client and their need for attention to particular areas.

**Financial Planning Clients:** Financial plans will be reviewed upon the client's request. Generally, services are considered rendered and completed upon presentation of the financial plan.

The custodian of the account will provide the client with account statements reflecting the transactions occurring in the client's account at least on a quarterly basis. Clients will be provided with confirmations for each security transaction executed in the client's account. Further, clients receiving asset management services may be provided account holdings reports reflecting the holdings in the client's account and the value of the securities.

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

As disclosed under the *Fees and Compensation* section in this brochure, persons providing investment advice on behalf of our firm are licensed insurance agents, and are registered representatives with Ausdal Financial Partners, a securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. For information on the conflicts of interest this presents, and how we address these conflicts, refer to the *Fees and Compensation* section.

We do not receive any compensation from any third party in connection with providing investment advice to you nor do we compensate any individual or firm for client referrals.

Refer to the *Brokerage Practices* section above for disclosures on research and other benefits we may receive resulting from our relationship with your account custodian.

## **Item 15 Custody**

As paying agent for our firm, your independent custodian will directly debit your account(s) for the payment of our advisory fees. This ability to deduct our advisory fees from your accounts causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other qualified custodian. You will receive account statements from the qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy.

## **Item 16 Investment Discretion**

World Trend Financial does not accept discretionary authority to manage securities on behalf of its clients.

If you enter into non-discretionary arrangements with our firm, we will obtain your approval prior to the execution of any transactions for your account(s). You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

## **Item 17 Voting Client Securities**

World Trend Financial does not accept authority to vote client securities. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact their investment advisor regarding voting issues. The investment advisor must disclose any conflicts of interest that may be applicable under the circumstance.

## **Item 18 Financial Information**

World Trend Financial Planning Services Ltd. does not require prepayment of six months or more in advance. Clients are billed either monthly or quarterly.

## **Item 19 Requirements for State-Registered Advisers**

World Trend Financial Planning Services Ltd. is registered with the Securities and Exchange Commission.