



Financial Management Concepts

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Form ADV Part 2A – Firm Brochure

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This brochure provides information about the qualifications and business practices of Financial Management Concepts. If you have any questions about the contents of this brochure, please contact us at 407-647-7006. 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 Financial Management Concepts is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Financial Management Concepts is 118793.

Financial Management Concepts is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2: Material Changes

As of FMC's last filing, dated March 8, 2021, the following material change has occurred:

- Item 5: Firm is no longer offering 0.70% flat fee for accounts over \$3 million dollars.

Item 3: Table of Contents

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Item 4: Advisory Business

Description of Advisory Firm

Financial Management Concepts' registration was granted by the United States Securities and Exchange Commission on May 20, 2003. Brian Lee Fricke (CRD Number 1587768) owns one-hundred (100%) percent of the equity of the firm and is the president and treasurer of the firm. Annette Fricke is the secretary and director. Jeffrey Kelvin (CRD Number 6614864) is Chief Compliance Officer of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm. The firm manages each client's portfolio on an individualized basis. Clients may impose restrictions on their accounts.

As of December 31, 2021, , the firm managed assets on a discretionary basis in the amount of \$186,734,645 representing 611 accounts and on a non-discretionary basis in the amount of \$2,150,965 representing 20 accounts.

Types of Advisory Services

Approximately fifty (50%) percent of Firm's total advisory billings shall be attributable to the provision of investment supervisory service support to clients. Approximately ten (10%) percent shall be attributable to the provision of advice about securities related matters and approximately forty (40%) percent shall be attributable to the provision of advice about non-securities-related matters.

Financial Management Concepts provides advisory services and furnishes advice to clients on matters not involving securities only as a part of a total financial planning process.

Wrap Fee Programs

The firm does not sponsor any wrap programs.

Item 5: Fees and Compensation

The minimum fee includes fees for full service financial planning and investment management services. In certain instances, depending upon the client's needs and the services to be performed by advisor, a contract may be entered into with a fee different from the fee schedule set forth below. This fee would be based upon individual negotiations with the particular client within the range of fees set forth below under minimum fees.

The advisor provides a refund of unearned Financial Advisory Fees if the client for any reason chooses to terminate the Financial Advisory relationship at any time.

Financial Management Concepts is a fee-only advisor. As a fee-only firm no products are sold and compensation is solely from fees paid by clients.

Our fee is based on the complexity of our client's situation. To determine complexity, we charge a percentage of investable assets on a yearly basis as follows:

- 1.20% of portfolios/accounts under \$1 million.
- 0.70% of portfolios/accounts greater than \$1 million.

To give an idea of what you might expect to pay, here are four blended rates based on our fee schedule:

\$1mm = 1.20%

\$2mm = .95%

\$3mm = .86%

Fees are calculated at the end of each calendar quarter and typically deducted from one or more investment accounts. There is a minimum quarterly fee of \$1850.

New clients also incur a one-time initial planning fee of \$3,000.

Investment Only Fee Schedule

| | | |
|---------------------|----------|----------|
| Minimum Fee: | \$187.50 | \$800.00 |
| Any | 0.1875% | 0.75% |
| Initial Set-Up Fee: | \$300 | |

Money back guarantee: Clients will receive a full refund of all fees paid to Financial Management Concepts during the first 12 months should the client not be satisfied with Financial Management Concepts' services.

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

None.

Item 7: Types of Clients

Individuals, pension plans, profit sharing plans, trusts, estates, charitable organizations corporations and other business entities.

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

Our SUPPLY & DEMAND INVESTMENT SYSTEM® uses technical analysis in an effort to invest funds in high demand asset classes and avoid weak demand asset classes. Research is provided by Dorsey Wright a NASDAQ company.

The investment strategy provides broad diversification across asset classes, sectors, and styles including domestic and international equities, REIT's, bonds and commodities primarily using Exchange Traded Funds (ETF's) and to a smaller degree Mutual Funds.

Individual bonds and cash are utilized to mitigate risk equity market risk and generate income.

Investing in securities involves risk of loss that clients should be prepared to bear. No investment is guaranteed to produce positive results.

Item 9: Disciplinary Information

None.

Item 10: Other Financial Industry Activities and Affiliations

None.

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

The firm has adopted a written Code of Ethics in accordance with SEC Rule 204A-1. Such Code of Ethics, among other things, requires associated persons of the firm to report personal securities holdings and transactions. Such personal securities holdings and transactions are reviewed on a quarterly basis by the Chief Compliance Officer of the firm. A copy of the firm's Code of Ethics is available to clients and prospective clients upon request.

It is further noted that Firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, Firm has adopted a firm wide policy statement outlining insider trading compliance by Firm and its associated persons and other employees. This statement has been distributed to all associated persons and other employees of Firm and has been signed and dated by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, Firm has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated persons and other employees of Firm, are signed, dated and filed with the insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which Firm's employees may have non-public information, (4) requiring all of Firm's employees to conduct their trading through a specified broker or reporting all transactions promptly to Firm, and (5) monitoring the securities trading of the firm and its employees and associated persons.

Code of Ethics Description

Firm or individuals associated with Firm may buy or sell securities identical to those recommended to customers for their personal account.

It is the expressed policy of Firm that no person employed by Firm may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

Firm or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

As these situations may represent a conflict of interest, Firm has established the following restrictions in order to ensure its fiduciary responsibilities:

1. A director, officer or employee of Firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of Firm shall prefer his or her own interest to that of the advisory client.
2. Firm maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. These holdings are reviewed on a regular basis by Jeffrey Kelvin.
3. Firm requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
4. Any individual not in observance of the above may be subject to termination.

Investment Advice Relating to Retirement Accounts

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

In addition, and as required by this rule, we provide information regarding the services that we provide to you, and any material conflicts of interest, in this brochure and in your client agreement.

Item 12: Brokerage Practices

Firm and associated persons recommend custodians to clients. This is based on products, services, costs, quality of execution and ability to meet clients' needs. There are no directed brokerage arrangements.

Advisor participates in the Institutional advisor program (the "Program") offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC/NFA ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to

independent investment advisors services that include custody of securities, trade execution, clearance, and settlement of transactions.

Item 13: Review of Accounts

Client accounts will be reviewed regularly on a quarterly basis by Brian Fricke, President. The account is reviewed with regards to the client's investment policies and risk tolerance levels. Events that may trigger a special review would be unusual performance, addition or deletions of client-imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

Clients are provided with an updated annual net worth summary and performance reports at least annually. The advisor provides online performance reporting to all accounts offering 24/7 access.

Item 14: Client Referrals and Other Compensation

There are no solicitation arrangements or outside compensation arrangements.

There are no soft dollar arrangements that Financial Management Concepts participates in.

Item 15: Custody

Financial Management Concepts does not maintain custody of client funds or securities other than advisory fee deduction and standing letters of authorization. We establish relationships with non-affiliated third-party clearing/custodying broker-dealers who are responsible for taking custody of and maintaining all client funds and securities, as discussed in item 12. Account statements are sent directly to the client by the custodian which should be reviewed carefully by the client.

Standing Letters of Authorization: Financial Management Concepts does maintain a standing letter of authorization (SLOA) where the funds or securities are being sent to a third party, and the following conditions are met:

- a. The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- b. The client authorizes Financial Management Concepts, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.

- c. The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization and provides a transfer of funds notice to the client promptly after each transfer.
- d. The client has the ability to terminate or change the instruction to the client's qualified custodian.
- e. Financial Management Concepts has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- f. The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.
- g. Financial Management Concepts maintains records showing that the third party is not a related party of Financial Management Concepts or located at the same address as Financial Management Concepts.

Item 16: Investment Discretion

Financial Management Concepts will assist clients in opening accounts with an independent custodian. Clients typically grant discretionary authority over accounts. In that discretionary authority is possible, the Firm will have the authority, without first obtaining specific client consent, to determine the securities to be bought or sold and/or the amount of the securities to be bought or sold. The firm will place trades and negotiate transaction costs on the client's behalf.

Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

Item 18: Financial Information

Insofar as no financial reporting is required, since the firm does not receive fees more than six months in advance, Financial Management Concepts is unaware of any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

In April of 2020, as a result of the economic uncertainty regarding the COVID-19 pandemic, FMC applied for and received a \$100,000 Payroll Protection Program loan funded through the Small Business Administration [Division A, Title I of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) (The Payroll Protection Act rule)]. This loan is forgivable if certain criteria are met by FMC and as of June 28, 2021, this loan has been forgiven.