



BROCHURE (ADV PART 2)

Reed Financial Group, Inc.

**Also doing Business as
AmericasRetirementPlan.com**

**9200 Indian Creek Pkwy. Suite 562
Overland Park, KS. 66210
(913) 491-0868
www.reedcompanies.com**

June 1, 2018

This brochure provides clients with information about the qualifications and business practices of the Reed Financial Group, Inc. If you have any questions about the contents of this brochure, please contact us at (913) 491-0868 or email at dreed@reedcompanies.com. This information has not been approved or verified by the United States Securities and Exchange Commission or any state securities authority.

Additional information about the Reed Financial Group is also available on the SEC's website at www.adviserinfo.sec.gov.

The Reed Financial Group, Inc. is a state registered investment advisor, however this is not meant to imply any specific level of skill or training.

II. Material Changes

We have the following material change to report since the last filing of this Firm Brochure that was dated 1/01/2017:

- (Items 4 and 5) Clients may choose the ***Choice Asset Management Program*** which offers separate services under RFG Asset management, RFG Financial Partners or both. By choosing Choice clients may, at their discretion choose to separate asset management and financial planning. This may have an impact on the fees if a client decides to change plans. If clients stay with the current plan there is no impact of fees.
- (Items 4 and 5) Clients may choose AmericasRetirementPlan.com, an online investment advisory, risk tolerance analysis and onboarding tool which qualifies the clients requirements and matches the client with a chosen portfolio. Upon the client selecting the portfolio the client may apply and onboard for a simplified application process.

Table of Contents

	Summary	(Page)
I.	Cover Page	
II.	Material Changes	
III.	Table of Contents	(2)
IV.	Reed Financial Group, Inc. – Who we are, what we do.	(3)
	a. History of our firm and management	
	b. Types of Advisory services we offer	
	c. How we work with clients	
	d. Participation in Wrap Fee Programs	
	e. Discretionary and non-discretionary Assets Management.	
V.	How we're compensated	(8)
	a. Fee based Asset Management and fee schedules (also, Item 6)	
	b. Client billing	
	c. Custodial fees	
	d. Payment of fees	
	e. Financial Planning fees	
	f. Discussion of commissions	
	1. Potential for conflicts of interests	
	2. Investment recommendations	(3,4)
VI.	Performance Based Fees & side by side management	(10)
	Does not apply	
VII.	Clients we serve.	(10)
	a. Individuals, trusts, High Net Worth	
	b. Corporate and pension clients	
VIII.	Methods of Analysis, Investment Strategies and Risk of Loss	(10)
	a. Preferred and Private Reserve Accounts	
	b. Technical and Fundamental Analysis	
	c. Investment strategy risks	
	d. Mutual Funds, Exchange Traded Funds, Stocks, Options and Bonds and associated advantages and risks	
IX.	Disciplinary History	(13)
	a. Legal or disciplinary events material to client relationship with our firm, including civil, criminal, SRO (Self Regulatory Organization) or administrative proceedings.	
X.	Other Financial Industry Activities and Affiliations	(13)
	a. Broker Dealer Registrations	
	b. Futures, Commodity Pool Operator or Commodity Trading Advisor or associated person	
	c. Relationships or arrangements material to our advisory business, including:	
	1. Broker Dealer or other broker	
	2. Investment Company, pooled investment vehicle, hedge fund.	
	3. Other investment advisor or planner	
	4. Banking or thrift operations	

5. Accounting firm
 6. Law
 7. Pension consultant
 8. Real estate broker or dealer
 9. Sponsor of Limited partnerships
 10. Insurance Company or Agency
- d. Selection of other Investment Advisors
1. Mader and Shannon and our relationship
 2. Compensation arrangement.
 3. Potential Conflict of Interest
- XI. Code of Ethics, Participation in Client Transactions and Personal Trading (14)
- a. Trading in similar securities as clients may own and potential conflicts of interest.
 - b. How we address any conflict of interest
 - c. Trading practices in related securities.
- XII. Brokerage Practices. (15)
- a. Selection of Custodian, Broker Dealers
 - b. Research and Soft Dollar arrangements – what are they and how you may be affected (Includes discussion of c,d,e &f).
 - c. Brokerage Client Referrals
 - d. Directed Brokerage Relationship and your ability to direct brokerage through our firms services.
- XIII. Account Reviews (16)
- a. Periodic Review
 - b. Reporting
- XIV. Client Referrals (16)
- a. Economic benefit and potential conflicts of interest.
- XV. Custody (16)
- a. Discussion of Custody of Client funds or securities
- XVI. Investment Discretion (16)
- a. Discussion of Investment Discretion
- XVII. Voting Client Proxies (17)
- a. Discussion of Voting for Client Proxies.
- XVIII. Financial Information relating to fee prepayment. (18)
- a. Requirements for prepayment of fee's of six months in advance. N/A.
 - b. Financial conditions which could impact client commitments
 - c. Notice of proceedings including bankruptcy in the last ten years
- XIX. Requirements for State Registered Advisors. (18)
- a. Principal Executive Officers, education and background.
 - b. Executive outside business arrangements. Provided in supplement.
 - c. Performance based fee disclosure. N/A. No performance based fees.
 - d. Discussion of Material Facts regarding Executive Officers
 - e. There are no additional relationships that exist outside of those described in X, C.
 - f. Errors and Omissions Insurance Coverage.

Summary

This brochure is designed to familiarize yourself with who the Reed Financial Group, Inc. is, how we do business and how what we do will affect you in your financial relationship. It is a replacement of the prior ADV Part II supplement Registered Investment Advisors were required to give to prospective and current clients and all fairness, a much better disclosure to you about how business is accomplished.

In certain parts of the table of contents you may note extended letters which may tend to not reference an particular part of the brochure. These are provided to accommodate state or SEC requirements with regard to disclosure which may be blended with the disclosure so as not to miss any important information.

As you read through this brochure, feel free to make notes. We are happy to discuss this brochure with you and our business relationship in full.

Thank you for choosing the Reed Financial Group, Inc.

IV. The Reed Financial Group, Inc., Who we are, what we do.

a. History of our Firm

Since 1995, Reed Financial Group, Inc. has provided investment advisory and management as well as financial planning to our clients. Affiliated companies of Reed Financial Group, Inc. are also AtlanticMidwest, a general insurance agency. Reed Financial Group, Inc. offers its clients a full range of financial products and services.

b. Services

Reed Financial Group, Inc. provides asset management through the following programs:

Preferred Asset Management
Private Reserve Asset Management
Choice Asset Management
AmericasRetirementPlan.com

These programs are open separately to the clients we serve. They are designed to offer Clients a diversified, long-term approach to their personal investment goals and objectives. These programs include investment advisory services including asset allocation, portfolio review, and consolidated reporting, brokerage services which may or may not include trade execution fees or certain custodial fees as discussed below, securities research.

Financial planning through *RFG Financial Partners Program* as discussed below and asset management under one program is provided through the Preferred Asset Management Program to provide simplicity of financial management, investment advisory and selection and consolidation of fees for the client. Clients may also choose *Private Reserve or Choice* which offers separate asset management services. By choosing *Private Reserve or Choice* clients may, at their discretion choose to separate asset management and financial planning. The primary differences between each program are stated below. Once the program is selected for the client each program is managed similarly with regard to meeting key personal financial objectives.

Investment Advisory Services:

Reed Financial Group, Inc. sponsors three IAR directed asset management programs, Preferred Asset Management ("Preferred"), Private Reserve Asset Management ("Private Reserve") and Choice Asset Management ("Choice") and one online only alternative, AmericasRetirementPlan.com.

Preferred and Private Reserve are designed to offer Clients a diversified, long-term approach to their personal investment goals and objectives. These programs include investment advisory services including asset allocation, portfolio review, and consolidated reporting, brokerage services, securities research, financial advisory for Preferred and separately for Private Reserve through RFG Financial Partners Program as discussed below and asset management under one household to provide simplicity of financial management, investment advisory and selection as well as potential consolidation of fees for the client.

Choice is generally considered to be an independent investment advisory service only and does not specifically offer financial planning. The primary differences between each program are stated below. Once the program is selected for the client each program is managed similarly with regard to meeting key personal financial objectives.

AmericasRetirementPlan.com is an online service only and offers investment advisory using ETF's and Mutual Funds. Financial Planning is offered as a self service option.

Preferred Asset Management:

This program is designed for the person that wants investment management primarily using an array of mutual funds and exchange traded funds. The program is designed to grow wealth from the increase in value of the assets due to capital appreciation and income from assets with preservation of capital being secondary. Further, the program is designed to grow and preserve wealth from a selection of securities consistent with the client's goals of wealth accumulation or growth, income and growth or preservation with income and growth. Depending on the goal of the client, capital appreciation, or income, investment allocations are designed around that goal. Minimum account size is \$100,000.*

The program may be managed on a discretionary or non-discretionary basis as described below in sections (I.e.) and (XII).

Private Reserve Asset Management:

This program is designed for the person that wants open access without limitation of investment management utilizing mutual funds, exchange traded funds, equities, bonds, Separately Managed Accounts and Sub-Advisory Managed Accounts. Through the program the client may be invested in cash, mutual funds, exchange traded funds, stocks, bonds or options directed by the advisor or sub-advisor as described in section I.c. below. In addition, client may direct investments in alternative asset classes such as real estate, notes, etc. which the Advisor may provide advisory but not brokerage services on. The program is designed to create advantages for specific situations such as tax efficiency, optimized growth or both.

The program is generally designed to be more tactical in nature as often individual, as well as pooled investments may be selected. Individual asset managers with whom the Reed Financial Group, Inc. will help the client to select are generally used. These programs are available in a direct asset management program whereas we have a relationship with another advisory firm whom will act as asset manager for our client. We may handle billing as discussed in section (VI. d.) or through a Wrap Fee program whereby the Reed Financial Group may be compensated by the Wrap Fee Manager as discussed in section (I.d.). Minimum account size is \$500,000.*

The program will generally be managed on a discretionary basis as described below in sections (I.e.) and (XII).

Choice Asset Management:

This program is designed for the person that wants open access investment management which may be available through mutual funds, exchange traded funds, variable annuities, stocks, bonds or other investments. The program is designed to grow wealth from the increase in value of the assets due to capital appreciation and income from assets with preservation of capital being

secondary. Further, the program is designed to grow and preserve wealth from a selection of securities consistent with the client's goals of wealth accumulation or growth, income and growth or preservation with income and growth. Depending on the goal of the client, capital appreciation, or income, investment allocations are designed around that goal.

The program is generally designed to be more tactical in nature as often individual, as well as pooled investments may be selected. Individual asset managers with whom the Reed Financial Group, Inc. will help the client to select are generally used. These programs are available in a direct asset management program whereas we have a relationship with another advisory firm whom will act as asset manager for our client. We may handle billing as discussed in section (VI. d.) or through a Wrap Fee program whereby the Reed Financial Group may be compensated by the Wrap Fee Manager as discussed in section (I.d.).

The primary difference between Private Reserve and Choice is that clients utilizing Private Reserve are expected to take advantage of the RFG Financial Partners Financial Planning Program and are thereby rewarded with a potentially better fee arrangement.

Minimum account size is \$100,000.*

AmericasRetirementPlan.com:

This program is designed for the person whom wants open access investment management available through mutual funds and exchange traded funds only and is comfortable with an online investment and financial planning experience. AmericasRetirementPlan.com offers traditional as well as new alternative strategies for building savings and wealth including "Cash Back Direct Investing", LyncSave Tax Match, EASi or the Employer Assisted Savings initiative and traditional brokerage, Rollover IRA, Roth IRA and Traditional IRA accounts. In person financial planning and investment advisory are not available.

The client access's AmericasRetirementPlan.com through the web portal, chooses their goal or plan, identifies their risk tolerance through an online questionnaire which then automatically matches the client with a portfolio. The client is able to then apply and creates their account online. The whole process can take less than 10 minutes.

There is no minimum or maximum account size.

Separately Managed Accounts are generally designed for use primarily with taxable accounts although qualified and IRA accounts may be considered. Minimum account size is \$500,000.*

*Initial account value may be reduced upon approval at the discretion of Reed Financial Group.

RFG Financial Partners Program

Financial planning is a cornerstone of good financial management. Through the Reed Financial Group, Inc. clients may and usually do include the RFG Financial Partners Program in addition to their asset management program. This includes a review of the client's financial goals and objectives on a consistent basis and reviewed up to four times annually with the client.

Unless otherwise noted and agreed to, all clients have access to and are expected to participate in and will be charged as a bundled service or separately for the RFG Financial Partners Program.

Clients may, at their option and discretion, choose not to participate in the RFG Financial Partners Program.

c. How we work with clients

Until an action to proceed is mutually agreed to the prospective client is under no obligation to begin services. Prior to engagement the process begins with a consultation with your Investment Advisor Representative ("IAR") to determine your financial situation including investment history, goals and objectives, and other interests or concerns as it relates to asset management. Based on the consultation and analysis of the client's situation the Advisor and the Client determine the appropriate action based on the analysis. **The investment advisor may deliver to the prospective client any analysis performed with or without compensation prior to engagement of investment advisory services as discussed and agreed to in advance.**

Upon mutual client and advisor acceptance and upon becoming a client, an Investment Policy Statement ("IPS") is used as a blueprint in selecting appropriate investments for your portfolio. It is important that you keep your IAR informed as to any changes in your financial situation.

Based upon the licensing of your IAR, you may direct transactions in selected investments including certain stocks, bonds, options, Exchange Traded Funds (ETF's), Real Estate Investment Trusts ("REITs"), CDs, open or closed-end no-load or load-waived mutual funds, and variable product contracts as well as alternative investments such as real estate, notes, etc. Class B, C, and similar mutual fund shares, or variable products contracts transferred into accounts may incur sales charges when sold or redeemed depending on date of purchase. For more specific information about fees and charges, including condensed deferred sales charges (CDSC) and surrender charges, please refer to the fund or variable product prospectus. Under these circumstances, Reed Financial Group, Inc. will redeem, register, or transfer the assets where possible, per your instructions.

The minimum account size is; Preferred: \$100,000; Private Reserve: \$500,000 and Choice \$100,000. Additional accounts may be opened with as little as \$100, if linked with accounts of at least \$100,000 or the overall aggregate of the clients portfolio is \$100,000 or greater. There is no minimum for AmericasRetirementPlan.com

With regard to Discretionary asset management, the client executes a limited trading authority within the program agreement and Reed Financial Group, Inc. advisor or manager has the ability to execute trades for the client on a discretionary basis. IARs will be reasonably available to provide advice, make recommendations, and execute transactions. With Non Discretionary asset management, recommendations are submitted for Client approval unless a limited trading authorization is executed by the Client and is provided to the Adviser for approval.

With regard to all programs, you may make additions to or withdrawals from the account at any time, subject to Reed Financial Group, Inc.'s right to terminate the account if it falls below the minimum account size. Additions may be in cash or securities provided that Reed Financial Group, Inc. reserves the right to decline to accept particular securities into the account or to impose a waiting period before certain securities may be deposited.

Sub-Advisory Management Services

The Reed Financial Group has entered into a business alliance with and "hired" as Sub-Advisory Manager, Mader and Shannon Wealth Management (hereafter referred to as the Firm) to act as it's tactical asset manager with regard to some or all stock and exchange traded fund (ETF) portfolios under the Private Reserve Asset Management Platform. The Reed Financial Group, Inc. will remain the *Primary Adviser* for its Client accounts.

Under such arrangements, the Firm provides discretionary asset management services, while Reed Financial Group, Inc. will monitor, communicate with and assist its clients, the investors, and ultimately determine suitability for its clients.

Subject to any written guidelines that the investor may provide to the Reed Financial Group, Inc., the Firm will be granted discretion and authority to manage the accounts. Accordingly, the Firm is authorized to perform various functions, at the investor's expense, without further approval from the investor.

Such functions include the determination of securities to be purchased/sold and the amount of securities to be purchased/sold. The Firm provides continuous supervision and re-balancing of the outside account portfolios as changes in market conditions occur. The *Reed Financial Group, Inc.* will be responsible for determining initial and on-going suitability of any strategy/model in which to place the investor's assets. The Firm will not be responsible for determining suitability of any chosen strategy/model. The fees payable to the Firm shall be detailed in the applicable sub-advisory agreement and may vary from relationship to relationship. Fees will be assessed pro rata in the event the management agreement is executed at any time other than the first day of a calendar quarter.

Applicable investment management fees are set not to exceed 2.00% of the account value annually and are within the guidelines of the fees registered with the state according to the guidelines of Private Reserve Accounts as noted above in Item 1D. This fee is split between the Reed Financial Group, Inc. and the Firm according to their management agreement. Expenses such as ticket charges, or trading commissions charged by the custodian are in addition to the investment management expenses listed above.

d. Wrap Fee Programs

SMA (Separately Managed Accounts)

Through the Reed Financial Group, Inc. (RFG) clients have access to two SMA platforms. These platforms give the client the ability to be an owner in the securities managed by the underlying investment manager as opposed to a member of a pool such as when a client owns a mutual fund or exchange traded fund. These platforms are available through TD Ameritrade.

The minimum for these platforms is generally \$500,000 through the Reed Financial Group, Inc. although exceptions may be made which may reduce the availability.

A brief description of these plans are as follows:

Separate Account Exchange is an open-architecture platform that allows Advisors working with TD AMERITRADE Institutional to access a "supermarket" of Separately Managed Account (SMA) strategies provided by third-party investment managers. It allows the advisor to choose the money managers and investment styles that best fit their client's individual needs. TD AMERITRADE Institutional Separate Account Exchange service will include all the major capitalization segments, styles and asset classes. RFG can conduct our own manager due diligence and directly negotiate manager fees and billing arrangements.

The TD AMERITRADE Managed Assets Program (MAP) is a separate account platform that provides advisors with a broad range of managed account solutions through an alliance with Envestnet Asset Management. Through MAP, RFG has access to more than 300 investment options from third-party institutional money managers. This allows RFG to introduce high net worth clients to a level of personalized investment management and portfolio expertise. The managers on the platform have generally lowered their portfolio minimums to as low as \$100,000, however, the minimum for RFG is generally \$500,000. MAP is integrated with powerful

technology through which RFG can access a host of marketing and reporting services that help RFG enhance client relationships.

These portfolios are generally introduced to the client when there is a greater need for the tax efficiency which may be experienced in a SMA along with the needs of income, growth and preservation dictate that such an account may increase the clients experience due to the design of such accounts.

SMA Fee Schedule (Is included in compensation where applicable as discussed under Section II, How We're Compensated)

Account size	Equity/Balanced	Fixed Income
\$250,000	1.00-1.50%	.70%
\$250-500,000	0.85-1.35%	.65%
\$501-1,000,000	0.80-1.30%	.60%
\$1M-2,000,000	0.75-1.00%	.55%
\$2M+	0.70- .90%	.50%

(Accounts over five million may be negotiable).

Multi-manager, asset allocation and other programs may have varying fee schedules but are the same or less than the fee schedules above. These fees are subject to change at anytime and are not at the sole discretion of the Reed Financial Group, Inc.

A wrap fee program is a program whereby the Reed Financial Group, Inc. participates with an investment provider which utilizes investment management for our client as well as provides research services. These platforms give the client the ability to be an owner in the securities managed by the underlying investment manager as opposed to a member of a pool such as when a client owns a mutual fund or exchange traded fund. These platforms are available through TD Ameritrade. The Reed Financial Group, Inc. is compensated directly by the Wrap Fee Program as opposed to the direct billing structure generally associated with our direct investment management programs. We provide access to but do not actively participate in the following programs.

The minimum for these platforms is generally \$500,000 through the Reed Financial Group, Inc. although exceptions may be made which may reduce the availability.

e. Discretionary and Non-discretionary Asset Management

Preferred Asset Management may be managed on a Non-discretionary or discretionary basis whereas Private Reserve Asset Management is generally managed in a discretionary manner.

Non-discretionary asset management means that you, not the advisor must approve any and all investment selections prior to the purchase or the sale of the security. Non-discretionary asset management gives you more control over the account and purchases and sales of securities are at your sole discretion. The advisor will work with you to provide analysis of the security or selection of securities to place in a portfolio but will not act without your prior instruction. If there is a factor where it may to your advantage to sell securities immediately or at first notice it is up to you to contact your advisor and instruct them to do so. The advisor may not contact you. This may put you at a disadvantage in the event of a market sell off where you would rather be "out of the market".

As of the Date of this brochure the Reed Financial Group, Inc. has the following Non-discretionary assets under management:

Non-Discretionary AUM:

\$ 56,000

Discretionary asset management means that the advisor may purchase securities in your account based on the goals of which the account is set for without contacting you prior to the selection and subsequent purchase or sale. The drawback of a discretionary account is that you give up a certain amount of control over the investment decision process based on the reliance on the managers to accurately assess the securities which should be based in your account based on your goals. This may lead to additional trading in the account especially with the use of specific stocks or ETF's and possibly with bonds. Mutual funds are generally treated as longer term trading securities and are not generally traded more than ninety to 180 or longer days at a time unless market conditions change drastically. Discretionary asset management may lead to a quicker move in the event of unforeseen market conditions but may also lead to the potential of more trading fee's.

As of the Date of this brochure the Reed Financial Group, Inc. has the following Discretionary assets under management:

Discretionary AUM:

\$33,903,000

V. How We're Compensated

a. Advisory fees are calculated using an annualized percentage of assets under management, assessed quarterly for Preferred, Private Reserve and Choice Accounts in advance. Advisory fees are assessed based on the value of the portfolio as of the last day of the previous month or calendar quarter depending on the plan. Fees are calculated in same manner but assessed Monthly for AmericasRetirementPlan.com in arrears. Financial planning fees are included for Preferred Accounts, charged in tandem on Private Reserve Accounts on an hourly basis per quarter and are not included in Choice or AmericasRetirementPlan.com Accounts. Pro-rata fees will be assessed in the event the Agreement is executed other than the first day of the new calendar quarter.

The account will be charged based on an annualized, asset-based fee and or financial planning fees for Program services as set forth in the agreement between you and Reed Financial Group, Inc. As the portfolio value reaches various thresholds, as set forth in the contract, the assets above each threshold may be charged successively lower percentages, and the total asset-based fee is a blended rate based on the total portfolio value as of the last business day of the preceding period. The following displays the maximum management fees that can be charged in the following programs:

Preferred Asset Management

Blended Asset Management and Financial Planning

<u>From - To</u>	<u>Minimum - Maximum %</u>
\$0 - \$250,000	1.25% - 2.00%*
\$250,001 - \$500,000	1.00%
\$500,001 - \$1 million	.75%
\$1,000,001+	.45%

Private Reserve Asset Management

Asset Management with tandem financial planning

Portfolio Value From - To	Asset Management Minimum - Maximum %
\$0 - \$1,000,000	.55%**
\$1,000,001+	.45%

Choice

Asset Management only

From - To	Minimum - Maximum %
\$0 - \$250,000	1.00% - 2.00%*
\$250,001 - \$500,000	.95%
\$500,001 - \$1 million	.55%
\$1,000,001+	.45%

AmericasRetirementPlan.com

Self Service Investment management and Financial Planning

From - To	Minimum - Maximum %
\$0 - \$100	Free
\$101 - 3,500	.45%
\$3,501 and up	.35%

*If account falls more than 10% below \$100,000 minimum due to client withdrawals, not due to market performance.

**If account falls more than 10% below \$500,000 minimum due to client withdrawals, not due to market performance, account will be switched to Choice.

Fees may vary from Client to Client and may be negotiable over five million dollars. Investment Advisor Representatives or IARs recommending the programs may receive compensation as a result of their Client's participation in the programs and may negotiate their clients fee within the parameters of the above minimum and maximum. The amount of this compensation may be more than an IAR would receive if a Client participated in other programs offered by Reed Financial Group, Inc. or paid separately for investment advice, brokerage, and other services. Therefore, IARs may have a financial incentive to recommend these programs over other programs or services.

The cost to the Client of advisory services provided through the accounts may be more or less than the cost of purchasing similar services together or separately, from other financial services providers or from IARs in their capacity as Registered Representatives. For example, direct investments in bonds or equities or the purchase of mutual funds or variable annuities outside of a program may be less expensive than participation in the programs depending upon trading activity and overall costs of execution of direct investments or mutual funds as Clients would not bear any program participation fees.

Fees are not collected for services to be performed more than six months in advance. Mutual fund expenses, 12(b)-1 service fees, and deferred sales charges are fully disclosed in the mutual fund prospectus.

b. Clients are billed at the time fees are debited from your account and are provided a statement within 15 days of fee collection. Client billing notices may be delivered by electronic or regular mail to the address of record.

c. Transaction charges and commissions charged by the custodian or Broker Dealer are in addition to the asset based fee in all programs. The selection of a program may be based upon the degree of trading activity anticipated and the types of securities utilized in the account.

Certain Class A mutual fund shares, including "load-waived" shares, may assess redemption fees to discourage heavy trading volumes of fund shares due to tactical trading approaches. Heavy trading of a mutual fund's shares can adversely affect the ability of the fund to meet its long-term objectives. Fees typically range from .25% to 1.00%, although some funds' charges are significantly higher. In order to avoid such charges, most shares must be held from 30 to 120 days. For information on a specific fund, clients should refer to that fund's prospectus or contact your IAR.

d. Payment of fees are debited directly out of the client account at the beginning of each quarter based on the value as of the last day of the prior quarter as discussed above. Asset management fees (with the exception of Wrap Fee Programs) are based on the asset value of the account, multiplied by the appropriate annual percent, divided by 365 days in a year and then multiplied by the number of days in the up coming quarter. As the account reaches certain thresholds the account will be charged successively lower rates in the same manner as described above. If cash or securities are accepted for management in the Account during the quarter, a prorated asset-based fee based on the value of the assets may be charged upon deposit. Refunds on partial withdrawals, if applicable, will be prorated to the next quarterly billing cycle if such withdrawals are made at any time other than on the first day of a calendar quarter; provided however, that no adjustment or refund will be made with respect to partial additions or withdrawals of cash or securities that total less than \$10,000 on any given day. You may request periodic withdrawals, and alternatively, may withdraw account assets subject to the usual and customary securities settlement procedures. No asset-based fee adjustment will be made during any fee period for appreciation or depreciation in account asset value during that period.

e. Financial planning fees may be charged in addition to asset management fees or waived for clients participating in one of the asset management programs provided by the Reed Financial Group, Inc. based on the participation between the Client and the IAR. Financial planning fees may be charged by the hour or by the project as follows:

Hourly: \$50 -250.00 per hour

Project: \$250 - \$5,000 per billable project and may be higher depending on project complexity and with prior approval of a principal of the Reed Financial Group, Inc.

f. Commissions may be earned by IAR's based on the sales of other financial products such as insurance and fixed annuity arrangements if they are properly licensed for such sales. 1. A potential conflict of interest may arise in the event that an IAR receives a commission on the sale of an annuity to a client in which the client may have been equally potentially served by the placement of the client assets in a portfolio as detailed above. 2. In order to avoid such conflicts the Reed Financial Group, Inc. requires that the IAR provide a written description of why the client is better served by the annuity as opposed to an investment portfolio which must be approved by a principal of the Reed Financial Group, Inc.

VI. Performance Base Fees and Side by Side Management.

The Reed Financial Group does not allow for performance based fee investment management. We believe that performance based fee's have the tendency to reward risk taking which is not generally in line with the goals and objectives of the clients we serve.

VII. Clients we serve

- a. Clients may be individuals, trusts and or estates. Minimums may be lowered on a case by case basis with management approval.
- b. Pension and profit sharing plans, charitable organizations and corporations or other business entities may also be served but are not generally our primary emphasis.

VIII. Methods of Analysis, Investment Strategies and Risk of Loss.

a. Preferred and Private Reserve Accounts are generally managed according to the principles of asset allocation that attempt to optimize the risk/reward profile of a Client's portfolio by investing among several asset classes according to a Client's individual financial goals and risk preferences.

b. The IAR may use Technical Analysis which is the study of chart patterns and indicators to try to make better investment decisions based on the allocation of the account. Fundamental analysis may also be used such as events and economic indicators to better strategize about the type of investments which would may potentially optimize account performance based on market conditions.

g. Investment Strategy and Risks: Below is a brief description of the types of general strategie that may be used as guidelines by IARs in structuring accounts with varying objectives.

Program accounts are generally managed according to the principles of asset allocation that attempt to optimize the risk/reward profile of a Client's portfolio by investing among several asset classes according to a Client's individual financial goals and risk preferences. Below is a brief description of the types of general strategies that may be used as guidelines by the Investment Advisory Representatives in structuring accounts with varying objectives.

Conservative Income Allocation - A conservative income portfolio usually seeks to generate income as its primary objective and preserve initial investments as its secondary objective. Conservative income portfolios tend to invest in a mix of income-producing investments with a low degree of volatility. A typical conservative income portfolio may consist of 25% in equity asset classes, 65% in income asset classes, and 10% in asset classes of cash or cash equivalents.

Balanced Allocation - A balanced portfolio usually has both capital preservation and growth as its primary objectives. Balanced portfolios tend to invest in a relatively equal mix of low to moderate-risk securities. A typical balanced portfolio may consist of 40% equity asset classes, 55% in income asset classes, and 5% in asset classes of cash or cash equivalents.

Moderate Growth Allocation - A moderate growth portfolio usually seeks to generate long-term capital gains as its primary objective. Moderate growth portfolios tend to invest in a mix of investments with potential for long-term capital appreciation with a moderate amount of volatility. A typical moderate growth portfolio may consist of 55% in equity asset classes, 40% in income asset classes, and 5% in asset classes of cash or cash equivalents.

Growth Allocation - A growth portfolio usually seeks to generate long-term capital gains as its primary objective. Growth portfolios tend to invest in a mix of investments with potential for long-term capital appreciation with a more than moderate amount of volatility. A typical growth allocation may consist of 70% in equity asset classes, 25% in income asset classes, and 5% in asset classes of cash or cash equivalents.

Aggressive Growth Allocation – An aggressive growth portfolio usually seeks to generate long-term capital gains as its primary objective. Aggressive growth portfolios tend to invest in assets that may be considered high risk and tend to have more volatility, but may have the potential for higher returns over the long term. A typical aggressive growth portfolio may consist of 90% in equity asset classes, 5% in income asset classes, and 5% in asset classes of cash or cash equivalents.

Protective Options - Clients may take advantage of the using Protective Option Strategies in discretionary portfolios in order to hedge risk, decrease volatility, smooth out portfolio performance and try to take advantage of temporary market declines. These strategies employ the use of Put Options on indexes or stocks implemented by the advisor to profit from a temporary market or securities decline. If implemented incorrectly the option strategy may lose up to 100% of the purchased option value while the underlying portfolio expands in value. This loss in option value has the potential to decrease relative returns in the over all portfolio. If implemented correctly the client will benefit from the increased value of the option from the purchase to the sale of the instrument thereby increasing cash to be re-invested in current positions once the market recovers. Due to the exponential nature and characteristics of options, less than 2% of the portfolio would be utilized toward this strategy at any given time. All clients participating in any option strategy would be provided the booklet “Characteristics and Risks of Standardized Options”.

Tactical Asset Allocation – A tactical asset allocation strategy may employ an asset allocation which is market driven and may be dedicated 0-100% to stock or stock ETF's, stock and bonds or stock and bond ETF's or may be allocated 0-100% to cash and related securities in times of market decline or higher than normal volatility. Alternative asset classes may also be advised on such as real estate, notes, etc. at the investors discretion. The tactical approach is driven by market dynamics of increasing or decreasing market direction and looks to decrease volatility, increase preservation and take advantage of growth under normal market conditions.

The use of margin is available in **Preferred and Private Reserve** accounts, subject to clients' prior approval. The use of margin creates a conflict of interest in that portfolio risk, indebtedness, as well as the advisory fee paid may be higher than if such a strategy were not employed. Advisory fee calculations are based on portfolio market values and not offset by margin debits carried or margin interest paid.

The strategies described above are provided for informational purposes only and have been developed by Reed Financial Group, Inc. in conjunction with unaffiliated service providers. Since Client portfolios are designed to be managed in accordance with the financial circumstances, investment objectives, and preferences of individual Clients, the actual asset allocation of a particular account may differ from other client accounts with similar objectives or levels of risk. Asset allocation is driven by various mathematical computations and is more complex than the concept of asset diversification. It should be remembered that no strategy or allocation formula can guarantee a gain, or assure that an account will suffer no losses.

d. Mutual Funds, ETF's, Stocks, Bonds and Options and associated advantages and risks. Mutual funds and Exchange Traded Funds are pooled investment management company programs. This means that your funds are literally pooled with other investors and the pooled funds are then invested in the manner in which the management company subscribes which is outlined in a prospectus. Your IAR must provide you with a prospectus, either by delivery, mail or

electronic mail prior to the investment of your capital and you should examine it carefully to make sure the fund(s) meet with your goals. If you have any question about this you should ask your IAR for more information. Mutual and Exchange Traded Funds differ from individual stock, REIT's, bonds and options in that since they are pooled they may potentially lower the risk associated with direct investments, like stocks, bonds, REIT's and options, which are discussed below. The disadvantage of pooled accounts is that the manager must act in according to a group as opposed to a single investor and due to this, may cause more or less trading than is necessary, may expose the investor to more or less capital gains than is desired or other investment outcomes which may not be as desirable for each individual client.

Stocks are direct investments into the ownership of a certain company. The advantage of stock's are that you may have more targeted returns to the specific outcome of a companies performance. However, due to a concentrated position you are also exposed to potentially more risk.

Bonds are basically loans to companies. They have a better liquidation value than stocks in the event of bankruptcy, Usually provide for more income than most common stocks and may increase in value when interest rates go down. However, bonds are not guaranteed and if a company goes bankrupt you may lose some or all of the value. Also, if interest rates go up or if the bond is downgraded by a major rating agency the value may go down and you could potentially lose value if you have to sell the bond earlier than at its maturity.

Real Estate Investment Trusts or REIT's are investments in either publicly traded or privately traded investment vehicles which invest in a variety of real estate. Usually an investment in an REIT will have several underlying ownership positions in the real estate described in a prospectus which again should be analyzed carefully before investment. Your IAR must deliver to you Private REIT prospectus's. Public REIT's trade on exchanges like stocks. REIT's may benefit from capital appreciation, income or both. However, REIT's, like stocks are subject to declines in markets or in specific property or property types.

Options are contracts on stocks, indexes or ETF's, or derivatives on these securities and provide leveraged investment potential to the investor. Aggressive investment in options is not permitted at this time for clients. Defensive investment in options is permissible for clients to "hedge" their portfolio against downward movement. See Characteristics and Risks of Standardized Options for more detail. This booklet must also be provided by your IAR prior to the use of options in your account.

ALL INVESTMENTS INVOLVE POTENTIAL RISK OF LOSS OF SOME OR ALL OF YOUR CAPITAL AND ARE NOT GAURANTEED.

IX. Disciplinary History

If there are legal or disciplinary events that are material to a clients dealings with the Reed Financial Group, Inc. we are obligated to let you know of them and list them here.

It is with great pleasure that we inform you that there are no legal or disciplinary proceedings now or within the last 10 years that would be material to your doing business with our firm in any criminal or civil action in a domestic, foreign or military court.

Further, there are no administrative proceedings and have not been any in the past by any federal or state agency, self regulating organization (SRO) or any foreign financial regulatory agency against any management person affiliated with the Reed Financial Group, Inc.

X. Financial Industry Affiliations and Activities

As required, any affiliated investment advisers are specifically disclosed in Section 7.A. on Schedule D of Form ADV, Part 1. (Part 1 of our Form ADV can be accessed by following the directions provided on the Cover Page of this Firm Brochure.)

A member of our firm's management is a licensed insurance agent and receives commissions from the sales of insurance products. Clients of Reed Financial Group, Inc. are not provided with unsolicited recommendations for insurance products and are not obligated to purchase insurance products. In this way we feel that potential conflicts have been avoided and/or mitigated.

A member of our firm's management is the owner of RG Dynamic Markets, LLC DBA NvestBates.com. NvestBates.com is an ecommerce website providing access to a wide variety of merchants and offering cash back to the consumer which consists of re-distributed funds derived from a portion of the advertising fees earned by Nvestbates.com. NvestBates.com participants may then receive the funds directly by check or via PayPal and/or deposit into a customer approved and verified investment account. Because Reed Financial Group, Inc. is under common ownership and is recommended (although not required) as an option for NvestBates.com clients to deposit and invest their cash back awards, a conflict of interest exists. This conflict of interest is mitigated in the following ways: no NvestBates.com participant is required to open an account with Reed Financial Group, Inc.; clients can open accounts with Reed Financial Group, Inc. without participation in NvestBates.com; clients of both NvestBates.com and Reed Financial Group, Inc. can participate and terminate participation in services without affecting participation in the other; the firms have separate work facilities, non-interconnected employees, and separation of technology.

Clients should be aware that the receipt of additional compensation by Reed Financial Group, Inc. and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. Reed Financial Group, Inc. endeavors at all times to put the interests of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees, when applicable;
- we disclose to clients that they are not obligated to purchase recommended investment products from our employees or any affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- our firm's management conducts regular reviews of portfolios to verify that client portfolios are managed in accordance with the objectives of the selected model ;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;

- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

Reed Financial Group, Inc. has an arrangement where we have entered into an agreement for an outside investment Advisor, Mader and Shannon Wealth Management to act as investment manager for some client accounts. They act to purchase, hold and sell individual securities such as stocks, ETF's and REIT's for the benefit of certain clients who have executed a Private Reserve Asset Management Agreement.

Reed Financial Group, Inc. compensates Mader and Shannon directly on each quarter under the provisions of the compensation as outlined above under the Private Reserve Asset Management Compensation section listed in section (II.a).

Under this agreement an IAR with Reed Financial Group, Inc. may have a more limited economic benefit when using Mader and Shannon which may pose a conflict of interest.

AtlanticMidwest

Reed Financial Group also does business as and accepts insurance clients under the name of AtlanticMidwest. AtlanticMidwest offers individual and group health, dental, life and other forms of insurance. AtlanticMidwest's business activities represent less than 5% of the time spent on business activities.

XI. Code of Ethics.

a. At times, Reed Financial Group, Inc. and/or its Investment Adviser Representatives (IAR) may take positions in the same securities as clients. IAR's associated with the Reed Financial Group may trade securities such as stocks, options, futures or other securities and strategies which are not approved for existing clients in the IAR's personal accounts. Reed Financial Group, Inc. performs reviews of trades aimed at mitigating conflicts of interest.

b. If Reed Financial Group, Inc. or its representatives are responsible for a trade error in your account, the error will be corrected and your account will be restored to where it would have been had the trade error not occurred. In the process of restoring your account, Reed Financial Group, Inc. may realize a profit or suffer a loss in connection with the correction of a trade error.

c. Pursuant to Rule 204A-1 (the "Rule") adopted by the Securities and Exchange Commission under the Investment Advisers Act of 1940 (the "Act"), Reed Financial Group, Inc. ("Adviser"), a registered investment adviser under Act, has adopted a Code of Ethics (the "Code").

The Code, among other things, (i) sets forth the Adviser's obligations and those of its supervised persons to avoid any actual or potential conflict of interest with a client to ensure compliance with securities laws and (ii) requires certain of the Adviser's supervised persons called "Access Persons" to periodically report their personal securities transactions and holdings and to obtain the Adviser's approval before investing in an initial public offering or private placement. The Code does not intend to prohibit personal securities activities by the Adviser's supervised persons, but rather prescribes rules to prevent actual and apparent conflicts of interests by those individuals who have access to information regarding the securities activities of, and recommendations

provided to, the Adviser's clients. While it is not possible to define and prescribe all-inclusive rules addressing all possible situations in which conflicts of interest may arise, the Code sets forth the Adviser's general policy regarding conduct in situations when conflicts of interest may exist.

XII. Brokerage Practices

a. Reed Financial Group, Inc. in suggesting a broker to clients advisor will pursue a broker or dealer which provides the best services at the most reasonable fees. Suggestion of a broker or dealer is based on several factors including fees, overall service, best execution and a wide range of products and services which meet our clients needs. Ticket charges may be more or less than that available from other broker dealers. No special research or services is made available to Reed Financial Group, Inc. by any broker or dealer as an inducement to use the service provided.

Transaction charges may be assessed by the clearing firm or directly by the mutual fund sponsors as described in the prospectuses. A transactions charge is more closely defined as a fee charged by the custodian, broker or dealer for the trade of a security or account administration fee. A schedule of transaction charges specific to that broker or dealer is made available to client prior to application. A postage and handling charge per transaction and certain other miscellaneous charges are also applicable to **Preferred** or **Private Reserve** accounts. Transaction charges may be subject to change without notice.

b. Investment Adviser Representatives are eligible to receive incentive prizes or awards offered by product promoters. The policy of Reed Financial Group, Inc. is to permit all Representatives to accept such awards and prizes to the extent that they are usual and customary within the industry and in regulatory compliance.

c. The Reed Financial Group, Inc. may receive client referrals and may be compensated in any way for accepting client referrals as described in section X.

d. The Account Agreement may be terminated at any time by either party for any reason upon written notice to the other party. Termination by the Client is effective upon receipt of written notice by Reed Financial Group, Inc. unless a later date is requested in the Client's notice and agreed to by Reed Financial Group, Inc.. Client may terminate the Account Agreement without penalty within five business days of Client's signature. If termination occurs prior to the end of the calendar quarter, a pro rata refund of unearned fees will be made within 30 calendar days of the effective date of the termination. The Client shall be responsible for any transaction initiated prior to termination. Upon termination Reed Financial Group is expressly authorized in its discretion to redeem or otherwise liquidate any investment in any Affiliated Product. Such redemption or liquidation may affect the asset allocation and/or market value of the Account, and may also have tax consequences. In addition, early redemption fees or similar fees for mutual funds or other products may be applicable as described in the fund's prospectus or other offering documents. Certain assets that may be transferred or held in the Account may be accepted by another broker/dealer. Reed Financial Group will use reasonable efforts to follow Client instructions regarding the disposition of Account assets to the extent permitted by law and policies of the receiving firm.

XIII. Reviews and Reports

a. Clients are contacted on a quarterly basis and offered a review of their portfolio and financial objectives. The client does not have to participate but is encouraged to review accounts at least annually.

b. Clients receive usual and customary account activity statements and Quarterly Performance Reports. Clients may call at any time during normal business hours to speak directly with their IAR about their account, financial situation, or investment needs. Your IAR is available to make recommendations regarding changes to be made.

XIV. Compensation for Client Referrals

Reed Financial Group may from time to time to run promotional operations to attract Clients to open Accounts. These promotions may include additional Account services or products offered on a limited basis to select Clients, more favorable fee arrangements, and/or reduced or waived advisory fees for Clients. These arrangements may create an incentive for a third party or other existing Client to refer prospective Clients to Reed Financial Group even if the third party would otherwise not make the referral. These arrangements may also create a conflict of interest for a Client to maintain a certain level of assets managed through Reed Financial Group if doing so would result in eligibility to receive an incentive, bonus or additional compensation.

Reed Financial Group may also pay predetermined fees to third parties for directing new users to Reed Financial Group, which may be in the form of so-called CPM, CPC or CPA arrangements (respectively, impressions, clicks or acquisition through other websites). Reed Financial Group may advertise on various social media and other websites, including sites on which bloggers may write articles about Reed Financial Group and its services, and pays an advertising fee based upon the potential client leads (but not new client account openings) generated by those advertisements. Reed Financial Group exercises no editorial control over such sites.

While it is not a common practice, Reed Financial Group from to time has engaged solicitors whom it pays for Client referrals. Reed Financial Group discloses this practice in writing to the affected Clients and complies with the requirements of Rule 206(4)3 under the Investment Advisers Act of 1940, as amended, to the extent required by applicable law.

XV. Custody

Reed Financial Group does not maintain custody of Client's funds or securities. When clients bring in checks or securities, copies are made and provided to the client and the check or securities are then immediately documented and forwarded to the custodian. The Reed Financial Group, Inc. does not allow cash transactions.

XVI. Investment Discretion.

a. Reed Financial Group Investment Advisor Representatives are prohibited from exercising discretion without approval from Reed Financial Group and Client. IAR must have the Limited Trading Agreement authorized by the client prior to any discretionary trading may take place in the client account for Preferred Accounts. If discretion is approved the Investment Adviser Representative's use of discretion will be limited to purchase and sales of mutual funds, stocks, bonds and protective put options, as directed by the client. The Private Reserve Account allows limited discretionary trading based on the account manager guidelines or the Wrap Program guidelines.

Adviser may block (or "bunch") trades for advisory clients to attempt to achieve best execution for large orders for an individual account or to obtain a uniform execution price for orders for several accounts.

If the Account is subject to the provisions of ERISA, Client acknowledges that Client is authorized to exercise control and management of the assets held in the Account. Client represents that Client is independent of Reed Financial Group, Inc. and its affiliates and is capable of making an independent and informed decision concerning the opening and maintenance of the Account. Client represents that the Account and any instructions given by Client regarding the Account are consistent with applicable Plan documents, including any investment policies, guidelines, or restrictions. Client will provide Reed Financial Group, Inc. with a copy of all relevant documents and agrees that the advisory program Client has selected is consistent with those documents. Client shall notify Reed Financial Group, Inc. promptly in writing of any changes to any of the Plan's investment policies, guidelines, or restrictions, or other Plan documents pertaining to investments by the Plan. If the assets in the Account constitute only a part of the Client's Plan assets, Client shall provide Reed Financial Group, Inc. with documentation of any of the Plan's investment guidelines or policies that affect the Account. The compliance of any recommendation or investment IAR makes for the Account with any such investment guidelines, policies, or restrictions shall be determined on the date of the recommendation or purchase only. No investment guidelines, policies, restrictions, or other instructions shall be deemed breached as a result of changes in value or status of an investment occurring after purchase. Client has the responsibility to give Reed Financial Group, Inc. prompt written notice if any investments made for the Account are inconsistent with such guidelines, policies, restrictions, or instructions. Client understands that the services that Reed Financial Group, Inc. performs under this Agreement shall have no effect on the assets of the Plan that are not in the Account, and that Reed Financial Group, Inc. shall have no responsibility for such other assets. Reed Financial Group, Inc. is not responsible for Plan administration or for performing any other duties that are not expressly set forth in this Agreement. Each party to this Agreement shall obtain and maintain at its own expense any insurance or bonds it deems necessary to cover itself and any of its affiliates, officers, directors, employees, and agents in connection with this Agreement. Also, Applicant's portfolio programs have been adapted with respect to undertakings and disclosures to comply with the provisions of ERISA Section 406(a) and exemptions there from as defined in Prohibited Transaction Exemption (PTE) 84-24 as follows:

- A) Covered transactions will be performed under a written authorization, executed by an independent plan fiduciary;
- B) Neither the Client nor Reed Financial Group, Inc. may give an IAR permission to exercise any discretionary authority with respect to an account, any transactions executed therein, or deposition of any account assets, and;
- C) The authorization is terminable at will by the plan without penalty to the plan, upon receipt by applicant of written notice from the authorizing fiduciary or other authorized plan official.

Client shall retain all indicia of ownership of the cash and securities in the account, the right and responsibility to vote proxies for the securities and the right to pledge and hypothecate such securities.

XVII Voting Client Proxies

Reed Financial Group, Inc. and its IARs are expressly precluded from taking any action or rendering any advice to the Client with respect to the voting of proxies solicited by, or with respect to the issuers of any securities held in the account. Client expressly retains the authority and the responsibility to vote proxies for the account. In addition, Reed Financial Group, Inc. and its IARs have no obligation to render advice or take any action with respect to securities or other

investments, or the issues thereof, which become subject to any legal proceedings, including bankruptcies.

XIV. Financial Information relating to fee prepayment of six months or more in advance.

a. The Reed Financial Group, Inc. does not accept prepayment of fees of more than six months at any time. Billing is performed on a quarterly basis. If a client joins the Reed Financial Group, Inc. right after the beginning of a quarter you will be billed up the next quarter but not for any successive quarter until the next quarter begins.

b. Financial conditions which could impact client commitments – none.

c. Notice of proceedings including bankruptcy in the last ten years – none.

XVIII. Advance Prepayment of Fee's of Six Months or More and General Financial Condition.

a) State rules require us to notify you of our practices of advance fee prepayment of fees more than 6 months in advance. We do not require prepayment of fee's of six months in advance so this section is not applicable to the Reed Financial Group.

b) Again, since we do not accept fees of six or more months in advance this section is not applicable.

c) The Reed Financial Group nor its principals have ever been insolvent or been in any bankruptcy proceedings.

XIX. Requirements for State Registered Advisors

a. Reed Financial Group, Inc. Senior Management

Investment Adviser Representatives are licensed as Registered Representatives by successfully completing NASD examinations. Most Investment Adviser Representatives are licensed for general securities. Certain Investment Adviser Representatives may have passed a limited securities examination and are limited to executing transactions or providing advisory services covered by such license. Many states require Investment Adviser Representatives to successfully complete the Uniform Investment Advisors Examination, or an acceptable substitute.

Reed Financial Group, Inc. conducts or selects continuing education courses for all Investment Advisor Representatives, as required by the state (NASAA). Certain Investment Adviser Representatives may have additional professional designations such as Certified Financial Planner ("CFP") or Chartered Financial Consultant ("ChFC"), among others. Clients may request the education and business background of their Investment Adviser Representative.

Douglas E Reed, President and CEO

Mr. Reed has been President and CEO of Reed Financial Group since May 1995 and established the Reed Financial Group as an independent Registered Investment Advisor in August, 2006.

Prior to 2006, Mr. Reed operated as an independent Investment Adviser Representative or IAR and Registered Representative of Multi-Financial Securities Corporation, an ING Company from 2002-2006; and IAR and Registered Representative of SunAmerica Securities from 1999 – 2002 and as an IAR and Registered Representative of Tower Square Securities, a CitiGroup company

from 1995 to 1999. The name of his independent advisory company was AtlanticMidwest, prior to the name change in 2002.

Prior to establishing Reed Financial Group aka AtlanticMidwest, Mr. Reed worked for New England Financial Services in marketing and sales for insurance, investments, pensions and employee benefits.

Prior to the investment and financial advisory business Mr. Reed worked in the residential and commercial mortgage lending business for 9 years. He has studied business at the University of Kansas and has acquired the credentials of Chartered Retirement Planning Counselor (CRPC) and Accredited Asset Management Specialist (AAMS) from the College for Financial Planning in Denver CO. Mr. Reed has passed the examinations for licenses; Series 6, 63, 66 and 7 as well as life, health and accident insurance licenses.

a. DocVinoDinero's Best of Wine and Travel Club & Total Concierge Travel

Doug Reed (Reed Financial Group, President and CEO) has established DocVinoDinero Best of Wine and Travel Club that is a wine sampling, travel and investment club. Total Concierge Travel is a travel service that Doug Reed makes available to members of the club. Nominal income is collected through fee's commissions, dues and advertising. It is primarily for entertainment purposes and takes up less than 10% of the principal's time.

b. NvestBates

Doug Reed is a principal in NvestBates Cash Back program from RG Dynamic Markets. Nominal income is collected through fee's commissions, dues and advertising. It is primarily for entertainment purposes and takes up less than 10% of the principal's time.

c. Performance Based Fee's:

As mentioned before, Doug Reed is not compensated in the form of performance based fees.

d. Other Material Facts Disclosure

State securities registration requires disclosure of all material facts related to any liability or arbitration based claim. Doug Reed has never been the subject of any claim of any value whatsoever in any civil, self regulatory or administrative proceeding.

e. Relationships with other securities issuers.

Doug Reed has no relationship with any issuer of securities not listed in section 10, C.

Personal Stock and Options Trading

Doug may trade options from time to time in his personal account which may be more of a speculative nature in an aggressive trading style which is not suitable for clients. Any stock and or options trading activity generally consists of less than 1% of the principal's time.

f. Errors and Omission Insurance.

Neither the Reed Financial Group or its officers or employees uses or has Errors and Omissions insurance coverage.



BROCHURE (ADV PART 2)

**Brochure Supplement
ADV Part 2B**

Douglas E. Reed

June 1, 2018

**9200 Indian Creek Pkwy.
Suite 562
Overland Park, KS. 66210**

**Phone: (913) 491-0868
Phone 2: (800) 822-3320
Fax: (913) 491-0915**

www.reedcompanies.com

This brochure supplement provides information about Douglas Reed that supplements the Reed Financial Group, Inc. Brochure (ADV Part 2A). You should have received a copy of the brochure . Please contact The Reed Financial Group, Inc. at the number misted above if you have not received the brochure. or if you have any questions about the content of this supplement.

Additional information about Douglas Reed is available on the SEC's website at www.advisorinfo.sec.gov.



Item 2: Educational and Background Experience

Douglas E Reed, President and CEO

Doug Reed, born in 1964, has been President and CEO of Reed Financial Group, Inc. previously known as The Atlantic Group and AtlanticMidwest, since May 1995 and established the Reed Financial Group as an independent Registered Investment Advisor in August, 2006.

Prior to 2006, Mr. Reed operated as an independent Investment Advisor Representative or IAR and Registered Representative of Multi-Financial Securities Corporation, an ING Company from 2002-2006; an IAR and Registered Representative of SunAmerica Securities from 1999 - 2002 and as an IAR and Registered Representative of Tower Square Securities, a CitiGroup company from 1995 to 1999. The name of his independent advisory company was AtlanticMidwest, prior to the name change in 2002.

Prior to establishing Reed Financial Group, Inc. aka AtlanticMidwest Mr. Reed worked for New England Financial Services in marketing and sales for insurance, investments, pensions and employee benefits.

Prior to the investment and financial advisory business Mr. Reed worked in the residential and commercial mortgage lending business for 9 years. He has studied business at the University of Kansas and has acquired the credentials of Chartered Retirement Planning Counselor (CRPC) and Accredited Asset Management Specialist (AAMS) from the College for Financial Planning in Denver, CO. Mr. Reed has passed the examinations for licenses; Series 6, 63, 66 and 7 as well as life, health and accident insurance licenses.

Item 3: Disciplinary Information

None

Item 4: Other Business Activities

RG Dynamic Markets, LLC aka NvestBates.com

Doug is the principal and has established NvestBates.com as an online virtual shopping mall which offers customers cash rebates from shopping. The rebates may be received as a check, paypal or directly invested into an account established with AmericasRetirementPlan.com. or with the Reed Financial Group. Doug has a team who operate NvestBates.com. Doug spends up to 20% of his time in this capacity.

Personal Stock and Options Trading

Doug may trade options from time to time in his personal account which may be more of a speculative nature in an aggressive trading style which is not suitable for clients. Any stock and or options trading activity generally consists of less than 1% of the principal's time.

Item 5: Additional Compensation

Doug may receive compensation from his activities in RFG Global Asset Management and or RG Dynamic Markets above. However, it is currently less than 2% of overall revenue.

Item 6: Supervision

Doug, as the founder and CEO, is the principal executive of the Reed Financial Group, Inc. Accordingly, he has direct or indirect supervisory authority over all of the firm's investment advisory representatives, including himself. Although Doug does not have a direct supervisor, Doug and the firm are subject to unannounced state audits and procedures are in place to keep up with compliance items. Doug can be reached directly at (913) 491-0868.

Item 7: Requirements for State Registered Advisors

Not Applicable other than already disclosed in the ADV Part 2.