

## **Firm Brochure**

(Part 2A of Form ADV)

**Asset Architects, LLC**  
**47350 Fox Hollow Blvd.**  
**Northville, MI 48168**  
**PHONE: 248-231-1756**  
**FAX: 248-380-7959**  
**EMAIL: [john@assetarchitectsllc.com](mailto:john@assetarchitectsllc.com)**

This brochure provides information about the qualifications and business practices of Asset Architects, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 248-231-1756 or by email at [john@assetarchitectsllc.com](mailto:john@assetarchitectsllc.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Asset Architects, LLC (Firm CRD #174206) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

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## **Item 2: Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

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### **Material Changes since the Last Update**

This update is in accordance with the required annual update for Registered Investment Advisors. Since the last update on January 11, 2016, no material changes have occurred.

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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 248-231-1756 or by email at [john@assetarchitectsllc.com](mailto:john@assetarchitectsllc.com).

**Item 3: Table of Contents**  
**Form ADV – Part 2A – Firm Brochure**

**Item 1: Cover Page**

**Item 2: Material Changes ..... i**  
    Annual Update ..... i  
    Material Changes since the Last Update ..... i  
    Full Brochure Available ..... i

**Item 3: Table of Contents ..... ii**

**Item 4: Advisory Business..... 1**  
    Firm Description ..... 1  
    Types of Advisory Services ..... 1  
    Client Tailored Services and Client Imposed Restrictions ..... 1  
    Wrap Fee Programs ..... 2  
    Client Assets under Management..... 2

**Item 5: Fees and Compensation ..... 2**  
    Method of Compensation and Fee Schedule ..... 2  
    Client Payment of Fees ..... 5  
    Additional Client Fees Charged ..... 5  
    Prepayment of Client Fees ..... 6  
    External Compensation for the Sale of Securities to Clients ..... 6

**Item 6: Performance-Based Fees and Side-by-Side Management..... 6**  
    Sharing of Capital Gains..... 6

**Item 7: Types of Clients ..... 6**  
    Description ..... 6  
    Account Minimums ..... 6

**Item 8: Methods of Analysis, Investment Strategies and Risk of Loss ..... 6**  
    Methods of Analysis ..... 6  
    Investment Strategy ..... 7  
    Security Specific Material Risks ..... 7

<b>Item 9: Disciplinary Information .....</b>	<b>8</b>
Criminal or Civil Actions.....	8
Administrative Enforcement Proceedings.....	8
Self-Regulatory Organization Enforcement Proceedings.....	8
<b>Item 10: Other Financial Industry Activities and Affiliations .....</b>	<b>8</b>
Broker-Dealer or Representative Registration .....	8
Futures or Commodity Registration.....	8
Material Relationships Maintained by this Advisory Business and Conflicts of Interest .	8
Recommendations or Selections of Other Investment Advisors and Conflicts of Interest	8
<b>Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading .....</b>	<b>9</b>
Code of Ethics Description.....	9
Investment Recommendations Involving a Material Financial Interest and Conflict of Interest.....	9
Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest.....	10
Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest.....	10
<b>Item 12: Brokerage Practices .....</b>	<b>10</b>
Factors Used to Select Broker-Dealers for Client Transactions.....	10
Aggregating Securities Transactions for Client Accounts .....	11
<b>Item 13: Review of Accounts .....</b>	<b>11</b>
Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved .....	11
Review of Client Accounts on Non-Periodic Basis.....	11
Content of Client Provided Reports and Frequency .....	11
<b>Item 14: Client Referrals and Other Compensation .....</b>	<b>11</b>
Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest.....	11
Advisory Firm Payments for Client Referrals .....	11
<b>Item 15: Custody .....</b>	<b>11</b>
Account Statements .....	11

<b>Item 16: Investment Discretion .....</b>	<b>12</b>
Discretionary Authority for Trading .....	12
<b>Item 17: Voting Client Securities .....</b>	<b>12</b>
Proxy Votes .....	12
<b>Item 18: Financial Information.....</b>	<b>12</b>
Balance Sheet.....	12
Financial Conditions Reasonably Likely to Impair Advisory Firm’s Ability to Meet Commitments to Clients .....	12
Bankruptcy Petitions during the Past Ten Years.....	12
<b>Item 19: Requirements for State Registered Advisors .....</b>	<b>12</b>
Education and business background, including any outside business activities for all management and supervised persons can be found in the Supplement to this Brochure (Part 2B of Form ADV Part 2).....	12
Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities .....	12
<b>Supervised Person Brochure .....</b>	<b>13</b>
<b>Brochure Supplement (Part 2B of Form ADV).....</b>	<b>14</b>
Principal Executive Officers and Management Persons.....	14
John Roger McGonagle, Jr., CFP®, CRPC® .....	14
Education Background and Business Experience .....	14
Professional Certifications.....	14
Disciplinary Information .....	16
Other Business Activities.....	16
Additional Compensation .....	16
Supervision.....	16
Requirements for State-Registered Advisors.....	16

## **Item 4: Advisory Business**

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### **Firm Description**

Asset Architects, LLC, (“Advisor”) was founded in 2014. John R. McGonagle Jr. is 100% owner. Advisor provides personalized confidential financial planning and consulting and receives referral fees for soliciting for third party investment managers to individuals, pension and profit sharing plans, trusts, estates, and charitable organizations. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

Advisor is a fee based financial planning and investment management firm. The firm also sells insurance as commissioned products.

An evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement or risk analysis. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the event they should occur.

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### **Types of Advisory Services**

Advisor furnishes investment advice through consultations.

#### **FINANCIAL PLANNING AND CONSULTING**

If financial planning services are applicable, the client will compensate Advisor on a negotiable fixed fee basis described in detail under “Fees and Compensation” section of this brochure. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance. A conflict of interest exists between the interests of the investment advisor and the interests of the client; the client is under no obligation to act upon the investment advisor’s recommendation. If the client elects to act on any of the recommendations, the client is under no obligation to affect the transaction through Advisor. Financial plans will be completed and delivered inside of ninety (90) days. Clients may terminate advisory services with seven (7) days written notice.

#### **SOLICITORS ARRANGEMENTS**

Advisor solicits the services of Third Party Money Managers to manage client accounts. In such circumstances, Advisor receives solicitor fees from the Third-Party Manager. This is detailed in Item 10 of this brochure.

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

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

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## **Wrap Fee Programs**

Advisor does not participate in wrap fee programs.

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## **Client Assets under Management**

Advisor does not manage client assets, but utilizes the services of Third Party Money Managers. This allows Advisor to objectively review the results compared to client's goals and risk tolerance and make changes if necessary.

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

### **Method of Compensation and Fee Schedule**

Advisor bases its fees fixed fees (not including subscription fees) and solicitor fees from third party money managers.

#### FINANCIAL PLANNING and CONSULTING

Prior to the planning process the client will be provided an estimated plan fee. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance. The payment is due at the commencement of the planning process, balance of the final payment is due upon delivery of completed plan. Client may cancel within seven (7) days of signing Agreement for a full refund. If the client cancels after seven (7) days, refunds are at the sole discretion of Advisor.

A financial plan can include these elements based on the client's needs:

1. Identification of financial goals and objectives.
2. Collection and assessment of all relevant data.
3. Identification of financial problems and formulation of solutions.
4. Preparation of a financial plan in the form of specific written recommendations.
5. Implementation of recommendations.
6. Periodic review and update.

Basic Financial Plan: For clients who prefer not to include annual portfolio review, assistance with plan implementation, and a year-end goal setting meeting, a basic financial plan that includes only items 1 through 4 above is available. The fee starts at \$500 and increases based on the complexity of the client's situation which will take into consideration things like marital status, types and number of investments in current investment portfolio, and number of meetings set up with the client. This series of meetings usually takes thirty (30) to sixty (60) days to complete with the plan being delivered within ninety (90) days.

Comprehensive Financial Plan: For clients who prefer a retainer agreement these items are completed through a series of meetings between the client and the Advisor. At these meetings, the following topics are reviewed: Retirement planning, educational planning, portfolio analysis, asset allocation strategies, risk management planning, goal setting, inventory of client assets, budgeting and cash flow, record keeping, analysis of financial goals and needs, recommended investments, analysis of employee benefits and estate planning. The fee starts at \$1,000 and increases based on the complexity of the client's situation which will take into consideration things like marital status, types and number

of investments in current investment portfolio, and number of meetings set up with the client. This series of meetings usually takes thirty (30) to sixty (60) days to complete with the financial plan being delivered inside of ninety (90) days. Annual portfolio review, assistance with plan implementation, and a year-end goal setting meeting are accomplished after the basic plan has been completed.

**FIXED FEES**

Financial Planning Services are offered based on a negotiable fixed fee between \$500 and \$2,000 based on complexity and unique client needs.

**SOLICITOR FEES**

Advisor may at times utilize the services of Third Party Money Managers Gradient Investments, LLC (“GI”), Flexible Plans Investments, LTD (“FPI”), and FormulaFolio Investments, LLC (“FFI”) to manage client accounts. In such circumstances, Advisor will share in the Third Party asset management fee collected. The fee schedule depends on the money manager chosen and the value of the account(s). The annual fees range from .6% to 2.6% with Advisor receiving 50-65% of the total advisory fees. The third-party money manager’s fees are as follows:

*Gradient Investments, LLC (“GI”)*

<b>Fee Schedule for:</b> Gradient 50 – Gradient 33 – Covered Call - Controlled Volatility – Gradient Tactical Rotation			
Assets Valuation	Total Fee	GI Retention	Advisor Retention
\$100,000-\$1,000,000	2.00%	1.00%	1.00%
Next \$1,000,000	1.65%	.80%	.85%
Next \$1,000,000	1.20%	.60%	.60%
Over \$3,000,000	.95%	.45%	.50%

<b>Fee Schedule For:</b> ETF Endowment Series – Laddered Income - Fixed Income – Absolute Yield - Precious Metals			
Assets Valuation	Annual Fee	GI Retention	Advisor Retention
\$50,000-\$1,000,000	1.70%	.70%	1.00%
Next \$1,000,000	1.35%	.60%	.75%
Next \$1,000,000	1.00%	.50%	.50%
Over \$3,000,000	.80%	.40%	.40%

<b>Fee Schedule for:</b> Non-Discretionary/Non-Managed Accounts*			
Assets Valuation	Annual Fee	GI Retention	Advisor Retention
All non-managed assets	.60%	.30%	.30%

\*The minimum quarterly fee billed will be \$25



The above fees are negotiable. Fees are assessed quarterly in arrears based on the amount of the assets managed as of the end of the previous quarter. All management fees are withdrawn from the client’s account unless otherwise noted. GI will receive written authorization from the client to deduct advisory fees from their account held by a qualified custodian. GI will pay Advisor their share of the fees. Advisor does not have access to deduct client fees. Clients may terminate their account within five business days of signing the investment advisory agreement with no obligation. For terminations after the initial five business days, GI will be entitled to a pro-rata fee for the day’s service was provided in the final quarter. GI will pay Advisor their portion of the final fee.

*Flexible Plan Investments, Ltd. (“FPI”)*

FPI specializes in creating investment strategies for clients based on the client’s needs. Details on the strategies available are fully described in the Form ADV Part 2 of FPI. The fee will be disclosed to the client in the Investment Advisory Agreement. The client’s fee for these services will be based on a percentage of assets under management as follows:

All Accounts except Flexible Fee Schedule and Group Retirement Plan Accounts			
Assets under Management	Maximum Annual Fee	Maximum FPI Retention	Maximum Advisor Retention
Up to \$500,000	2.00%*	1.00%	1.00%
\$500,001 - \$999,999	1.50%	.75%	0.75%
\$1,000,000 and up	1.00%	.50%	0.50%

Flexible Fee Schedule Accounts			
Assets under Management	Maximum Annual Fee	Maximum FPI Retention	Maximum Advisor Retention
Up to \$500,000	2.60%*	1.30%	1.30%
\$500,001 - \$999,999	2.35%	1.175%	1.175%
\$1,000,000 and up	2.10%	1.05%	1.05%

Group Retirement Plan Accounts – The Flex Plan and Strategic Advantage 401k			
Assets under Management	Maximum* Annual Fee	Maximum FPI Retention	Maximum Advisor Retention
All sizes	1.75%	.875%	0.875%

\*For accounts established with an initial balance of less than \$25,000, a non-refundable administrative set-up fee of 3% of the initial balance or \$350 whichever is less.

For accounts with an initial balance of greater than \$25,000 may be charged a non-refundable establishment fee of up to 1.2% of the initial balance of which 1% is paid to UFI.

*FormulaFolio Investments, LLC (“FFI”) –*

FFI offers asset management services on a discretionary basis and allocates clients’ assets among different tactical asset allocation strategies as a wrap program described in detail in their Appendix 1. FFI’s generally imposes a minimum account of \$50,000. The fee will be

disclosed to the client in the Investment Advisory Agreement and are negotiable. The clients fee for these services will be based on a percentage of assets under management as follows:

<b>Fee Schedule for: Core Satellite Series</b>		
Amount Under Management	FFI Management Fee	Advisor Fee
First:<\$100,000	.55%	0% to 1.5%
Next \$100,000 - \$249,999	.55%	0% to 1.5%
Next \$250,000 - \$499,999	.55%	0% to 1.5%
Next \$500,000 - \$999,999	.50%	0% to 1.5%
Next >\$1,000,000	.45%	0% to 1.5%

<b>Fee Schedule for: Multi-Manager, Tactical and FF Series</b>		
Amount Under Management	FFI Management Fee	Advisor Fee
First:<\$100,000	.75%	0% to 1.5%
Next \$100,000 - \$249,999	.70%	0% to 1.5%
Next \$250,000 - \$499,999	.65%	0% to 1.5%
Next \$500,000 - \$999,999	.60%	0% to 1.5%
Next >\$1,000,000	.55%	0% to 1.5%

<b>Fee Schedule for: FFI Passive Index Series</b>		
Amount Under Management	FFI Management Fee	Advisor Fee
First:<\$250,000	.25%	0% to 1.25%
Next \$250,001 - \$500,000	.25%	0% to 1.25%
Next \$500,001 - \$1,00,000	.25%	0% to 1.25%
Next \$1,00,001 - \$2,000,000	.25%	0% to 1.25%
Next >\$2,000,001	Contact FFI	0% to 1.25%

Client may terminate agreement within five (5) business days of signing with no obligation. For cancellations after the initial five (5) business days any prepaid, unearned fees will be refunded to the client.

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### **Client Payment of Fees**

Fees for financial plans are billed in advance.

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### **Additional Client Fees Charged**

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities and exchange-traded funds. These charges may include mutual fund transactions fees, postage and handling and miscellaneous fees (fee levied to recover costs associated with fees assessed by self-regulatory organizations). These transaction charges are

usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Advisor, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

For more details on the brokerage practices, see Item 12 of this brochure.

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### **Prepayment of Client Fees**

Financial Plans are billed in advance. Client may cancel within seven (7) business days of signing the Investment Advisory Agreement for a full refund. If cancellation occurs after seven (7) business days, refunds will be at the discretion of Advisor.

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### **External Compensation for the Sale of Securities to Clients**

Advisor does not receive any external compensation for the sale of securities to clients, nor do any of the investment advisor representatives of Advisor.

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

### **Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Advisor does not use a performance-based fee structure because of the conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

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

### **Description**

Advisor generally provides investment advice to individuals and high net worth individuals.

Client relationships vary in scope and length of service.

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### **Account Minimums**

Advisor does not require a minimum to open an account.

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

### **Methods of Analysis**

Security analysis methods used by Third Party Money Managers may include fundamental analysis, technical analysis, and cyclical analysis. Investing in securities involves risk of loss that clients should be prepared to bear.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profits margins to determine underlying value

and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Cyclical analysis involves analyzing the cycles of the market.

When creating a financial plan, Advisor utilizes fundamental analysis to provide review of insurance policies for economic value and income replacement. Technical analysis is used to review mutual funds and individual stocks. The main sources of information include Morningstar, client documents such as tax returns and insurance policies.

In developing a financial plan for a client, Advisor's analysis may include cash flow analysis, investment planning, risk management, tax planning and estate planning. Based on the information gathered, a detailed strategy is tailored to the client's specific situation.

The main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

Client will be provided with a current report describing the Investment Strategy(s) and trading frequency employed by the Third-Party Money Manager being recommended by Advisor. The Third-Party Money Manager create these reports for Advisors use.

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### **Investment Strategy**

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client completes the TPM's paperwork that documents their objectives, assets and desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, and option writing (including covered options, uncovered options or spreading strategies).

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### **Security Specific Material Risks**

All investment programs have certain risks that are borne by the investor.

The specific risks associated with financial planning include:

- Risk of Loss
  - Client fails to follow the recommendations of Advisor resulting in market loss
  - Client has changes in financial status or lifestyle and therefore plan recommendations are no longer valid

The risks associated with utilizing Third Party Money Managers ("TPM") include:

- Manager Risk
  - the TPM fails to execute the stated investment strategy
- Business Risk
  - TPM has financial or regulatory problems
- The specific risks associated with the portfolios of the TPM's which is disclosed in the TPM's Form ADV Part 2.

## **Item 9: Disciplinary Information**

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### **Criminal or Civil Actions**

The firm and its management have not been involved in any criminal or civil action.

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### **Administrative Enforcement Proceedings**

The firm and its management have not been involved in administrative enforcement proceedings.

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### **Self-Regulatory Organization Enforcement Proceedings**

The firm and its management have not been involved in legal or disciplinary events related to past or present investment clients.

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

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### **Broker-Dealer or Representative Registration**

Neither Advisor nor any of its employees are registered representatives of a broker-dealer.

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### **Futures or Commodity Registration**

Neither Advisor nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

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### **Material Relationships Maintained by this Advisory Business and Conflicts of Interest**

Asset Architects LLC is also a licensed insurance agency and Managing Member John McGonagle Jr. CFP®, CRPC® is a licensed insurance agent. Approximately 30% of John's time is spent in his insurance practice. From time to time, he offers clients advice or products from these activities.

These practices represent conflicts of interest because it gives an incentive to recommend products based on the commission or fee amount received. This conflict is mitigated by the fact that Mr. McGonagle has a fiduciary responsibility to place the best interest of his clients first and clients are not required to purchase any products. Clients have the option to purchase these products or services through another insurance agent of their choosing.

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### **Recommendations or Selections of Other Investment Advisors and Conflicts of Interest**

Advisor may at times utilize the services of Third Party Money Managers Gradient Investments, LLC ("GI"), Flexible Plans Investments, LTD ("FPI"), and FormulaFolio Investments, LLC ("FFI") to manage client accounts. In such circumstances, Advisor will share in the Third Party asset management fee. This situation creates a conflict of interest. However, when referring clients to a third party money manager, the client's best interest will be the main determining factor of Advisor. These fees do not include brokerage fees that may be assessed by the custodial broker dealer. Fees for these services will be based on a percentage of assets under management not to exceed any limit imposed by any regulatory agency. The final fee schedule will be attached to Exhibit D in Advisor's Investment Advisory Agreement.

The relationship between Advisor and Third Party Money Manager will be disclosed to the client in Schedule D of the investment advisory agreement. Advisor does not charge additional management fees for Third Party managed account services. Client's signature is required to confirm consent for services within Third Party Investment Agreement. Client will initial Advisor's Investment Advisory Agreement to acknowledge receipt of Third Party fee Schedule and required documents including ADV Part 2 disclosures.

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

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### **Code of Ethics Description**

The employees of Advisor have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of Advisor employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of Advisor. The Code reflects Advisor and its supervised persons' responsibility to act in the best interest of their client.

One area the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

Advisor's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of Advisor may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

Advisor's Code is based on the guiding principle that the interests of the client are our top priority. Advisor's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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### **Investment Recommendations Involving a Material Financial Interest and Conflict of Interest**

Advisor and its employees do not recommend to client's securities in which we have a material financial interest.

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## **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Advisor and its employees may buy or sell securities that are also held by clients. To mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide Advisor with copies of their brokerage statements.

The Chief Compliance Officer of Advisor is John McGonagle Jr. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

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## **Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

Advisor does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for clients. To mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide Advisor with copies of their brokerage statements.

The Chief Compliance Officer of Advisor is John McGonagle. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions..

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## **Item 12: Brokerage Practices**

### **Factors Used to Select Broker-Dealers for Client Transactions**

Advisor does not manage client assets, therefore they do not recommend a particular broker-dealer to the client, but rather relies on the third party money manager chosen for selection of broker dealer.

- *Directed Brokerage*  
Advisor utilizes Third Party Money Managers and therefore it does not take direction from clients as to what broker-dealer to use.
- *Best Execution*  
Investment advisors who manage or supervise client portfolios on a discretionary basis have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. The firm does not manage client assets.
- *Soft Dollar Arrangements*

Advisor does not maintain any soft dollar arrangements.

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### **Aggregating Securities Transactions for Client Accounts**

Advisor does not trade for its or its clients accounts and therefore aggregation of securities transactions is not applicable.

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

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#### **Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved**

Account reviews are performed quarterly by John McGonagle, Chief Compliance Officer. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the client and a review is done only upon request of client.

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#### **Review of Client Accounts on Non-Periodic Basis**

Other conditions that may trigger a review of clients accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

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#### **Content of Client Provided Reports and Frequency**

Clients receive account statements no less than quarterly for managed accounts. Account statements are issued by the Third Party Money Manager's custodian. Client receives confirmations of each transaction in account from Custodian and an additional statement during any month in which a transaction occurs. Advisor does not provide additional reports to the client.

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

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#### **Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest**

Advisor receives a portion of the annual management fees collected by the Third-Party Money Managers to whom Advisor refers clients.

This situation creates a conflict of interest because Advisor and/or its Investment Advisor Representative have an incentive to decide what Third Party Money Managers to use because of the higher solicitor fees to be received by Advisor. However, when referring clients to a third party money manager, the client's best interest will be the main determining factor of Advisor.

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#### **Advisory Firm Payments for Client Referrals**

Advisor does not compensate for client referrals.

### **Item 15: Custody**

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#### **Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by Advisor.



## **Item 16: Investment Discretion**

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### **Discretionary Authority for Trading**

Advisor does not accept discretionary authority to manage securities accounts on behalf of clients.

## **Item 17: Voting Client Securities**

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### **Proxy Votes**

Advisor does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, Advisor will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

## **Item 18: Financial Information**

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### **Balance Sheet**

A balance sheet is not required to be provided because Advisor does not serve as a custodian for client funds or securities and Advisor does not require prepayment of fees of more than \$500 per client and six months or more in advance.

### **Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients**

Advisor has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

### **Bankruptcy Petitions during the Past Ten Years**

Neither Advisor nor its management has had any bankruptcy petitions in the last ten years.

## **Item 19: Requirements for State Registered Advisors**

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**Education and business background, including any outside business activities for all management and supervised persons can be found in the Supplement to this Brochure (Part 2B of Form ADV Part 2).**

### **Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities**

None to report.

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## Supervised Person Brochure

Part 2B of Form ADV

### **John Roger McGonagle, Jr., CFP<sup>®</sup>, CRPC<sup>®</sup>**

**Asset Architects, LLC  
47350 Fox Hollow Blvd.  
Northville, MI 48168  
PHONE: 248-231-1756  
FAX: 248-380-7959**

**EMAIL: [john@assetarchitectsllc.com](mailto:john@assetarchitectsllc.com)**

This brochure provides information about John R. McGonagle, Jr. and supplements the Asset Architects, LLC brochure. You should have received a copy of that brochure. Please contact John R. McGonagle, Jr. if you did not receive Asset Architects, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about John R. McGonagle, Jr. (CRD #1315691) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## **Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure**

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### **Principal Executive Officers and Management Persons**

**John Roger McGonagle, Jr., CFP®, CRPC®**

- Date of birth: 1951
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### **Education Background and Business Experience**

Educational Background:

- College for Financial Planning 1988

Business Experience:

- Asset Architects, LLC; Managing Member/Investment Advisor Representative/Insurance Agent; 01/2015 - Present
  - John McGonagle, Jr., Sole Proprietor; Insurance Agent; 11/2014 - Present
  - EPI Advisors, LLC; Managing Member/Investment Advisor Representative; 04/2011 - 11/2014
  - Protective Planning Group, LLC; Insurance Agent; 04/2007 - 11/2014
  - Estate Planning Institute, LLC; Senior Vice President/Sales Manager; 04/2007 - 11/2014
  - EPI Financial; President; 04/2007 - 12/2012
  - World Capital Brokerage; Registered Principal; 05/2008 - 12/2012
  - Investment Research Corp.; Investment Advisor Representative; 08/2010 - 04/2011
  - WRP Investments; Registered Principal; 06/2007 - 03/2008
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### **Professional Certifications**

Employees have earned certifications and credentials that are required to be explained in further detail.

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and several other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services. CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

CHARTERED RETIREMENT PLANNING COUNSELOR<sup>SM</sup> (CRPC®): Chartered Retirement Planning Counselor is a designation granted by the College for Financial Planning. CRPC® certification requirements:

- Individuals who hold the CRPC® designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations.

- All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process.
- Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

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**Disciplinary Information**

None to report.

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**Other Business Activities**

Managing Member John McGonagle Jr. is a sole proprietor and a licensed insurance agent, spending approximately 30% of his time in his insurance practice. From time to time, he offers clients advice or products from these activities.

These practices represent conflicts of interest because it gives Mr. John McGonagle Jr. an incentive to recommend products based on the commission amount received. This conflict is mitigated by the fact that Mr. John McGonagle Jr. has a fiduciary responsibility to place the interests of the client first and clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

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**Additional Compensation**

Mr. John McGonagle Jr. receives commissions from the sale of insurance products he sells, however he does not receive any performance based fees.

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**Supervision**

Mr. John McGonagle Jr. is the sole owner and the Chief Compliance Officer of Asset Architects, LLC. He is solely responsible for all supervision, formulation and monitoring of investment advice offered to clients. He can be reached at 248-231-1756 or via email at john@assetarchitectsllc.com.

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**Requirements for State-Registered Advisors**

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: None to report.

Bankruptcy Petition: None to report.