

Form ADV Part 2 Brochure –
Dated September 15, 2020

Financial Enhancement Group LLC



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This Form ADV Part 2 (“Brochure”) provides information about the qualifications and business practices of Financial Enhancement Group LLC. If you have any questions about the contents of this Brochure, please contact us at (765) 640-1524. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any other state securities authority.

Additional information about Financial Enhancement Group LLC is also available on the SEC’s website at www.adviserinfo.sec.gov.

Financial Enhancement Group LLC is a registered Investment Advisor. However, please note that registration as an Investment Advisor does not imply any level of skill or training.

ITEM 2 - Material Changes

This Brochure, dated September 15, 2020, does not contain material changes from the Firm's prior Brochure dated May 15, 2020.

ITEM 3 – Table of Contents

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ITEM 4 – Advisory Business

Financial Enhancement Group LLC is an SEC registered Investment Advisory firm whose Principal Officer and Managing Member is Joseph Clark. The firm is majority owned by the Big Joe Money Show LLC, which is in turn owned by Joseph Clark. In addition, Adam Harter, Donald Hodson, Taylor Jenkinson, and Aaron Rheaume own the balance of the minority interest of Financial Enhancement Group. While Taylor is an owner, he is not currently registered as an Investment Advisor Representative. His participation in firm business is limited to operations; accordingly, he is not involved in any investment decisions of the firm nor does he discuss matters with clients or the public.

Financial Enhancement Group LLC provides Discretionary Asset Management services to firm clients utilizing the strategies described more fully in Item 8 of this Brochure. The firm also provides Financial Planning Services. Our advisory services are provided to individuals, families, retirement plans, trusts, estates, charitable organizations, or other business entities. As of December 31, 2019, the firm managed \$493,239,383.67 in discretionary assets on behalf of 2669 client accounts.

The list of advisory services on the next page can be tailored to each client. Therefore, if any client requires any restrictions on any types of stocks or market segments, the client needs to inform their Advisory Representative of the restrictions in writing. If, for any reason, the firm is not able to meet the client restrictions, the firm will notify the client of that fact so that the client can determine their individual requirements and needs.

Discretionary Advisory Services:

The Investment Advisory services provided consists of the purchase and sale of securities and management of accounts for clients pursuant to the general strategy described in Item 8. Services typically include:

1. Establishment and ongoing review/adjustment of Investment Objectives
2. Establishment and adjustment of overall asset allocation strategy
3. Selection, review and evaluation of investment portfolios
4. Performance analysis and evaluation
5. Portfolio rebalancing
6. Strategic risk management

Financial Planning Services:

Financial Enhancement Group also offers comprehensive financial planning services for our clients. Our Financial Planning services include data gathering and analysis, and creation of a financial plan with specific recommendations and implementation advice tailored to client needs. Specific areas of advice include investment planning, insurance needs assessment and advice, retirement planning, cash flow management, debt consolidation and reduction, capital needs assessments, educational planning, estate planning, business planning, and social security timing.

ITEM 5 – Fees and Compensation

The firm's regular fee schedule for its managed account advisory services is as follows:

Assets Under Management	Standard Annual Fee (billed quarterly)
Asset base below \$250,000	2.00%
Asset base from \$250,000 to \$749,999	1.50%
Asset base from \$750,000 to \$999,999	1.25%
Asset base from \$1,000,000 to \$2,999,999	1.00%
Asset base of or over \$3,000,000	.85%

Additionally, the Capital Preservation Model, and All Bonds Model have a fee schedule separate from all other models. This model focuses on investments that provide more stability rather than return. Accordingly, a fee associated with our regular fee schedule is not appropriate due to the inherent low return that is likely produced by this model. The fee schedule for this model is:

Asset Base up to \$250,000	1.00%
Asset Base over \$250,001	.60%

All Advisory fees are negotiable. The account minimum is \$25,000 - however; lower amounts can be accepted at the firm's sole discretion. The Advisory Contract can be terminated by either party at any time in writing, and a pro-rated refund of fees will be provided to client. Fees are charged in advance of the quarter, based on the account value of the last day of the prior quarter as provided by Orion Advisor Services. New Clients can expect the schedule shown above to apply. However, there are additional fee schedules offered based on the timing of additional deposits, relationships, and adjustments made for a particular model(s). A detailed description of all fee schedules is available for review in the firm's Investment Advisory Agreement.

Financial Planning Fees:

For clients of our Discretionary Asset Management service (described in Item 4 above) who are charged more than \$2,250 per year in advisory fees, a more detailed Financial Plan is included in the firm's standard management services. Those whose advisory fees are less than \$2,250 per year get two free hours of Planning time, with additional hours billed at \$125 per hour. For those who are not clients of our Asset Management services, and who desire a Plan without Management Services, the firm charges \$225 per hour. Fees for Financial Planning are due upon presentation of the Plan. However, fees for planning services can be waived fully or in part based on the circumstances presented when providing the services at the sole discretion of the firm.

Additional Fee Information and Disclosures:

All Advisory fees are negotiable between the firm and clients. Client can choose to have fees deducted directly from their accounts, or clients can choose to be billed directly. The choice of direct billing or automatic deduction of fees is made at the time of new account sign-up, as outlined in the Advisory Contract. A client can choose at any time to change the method of fee deduction/billing for their account.

Please note that the direct management fees paid to this firm are in addition to the indirect management and expense fees charged by mutual funds, variable contracts, and exchange traded products; therefore, clients whose assets are positioned in these type of investments will pay both a direct management fee to Financial Enhancement Group *and* an indirect management fee through the mutual fund and/or the variable provider.

For all accounts held with outside custodians, note that the client will be responsible for all transaction and other related costs along with other account fees as agreed to in such Custodial/Brokerage Agreements.

In addition, trading and custodial fees will be charged to the client by the individual brokerage firm that custodies client assets. Trading commissions and related fees are disclosed directly by the brokerage/custodian firm at the time of client account opening or thereafter.

Finally, many of the advisory representatives of this firm are registered representatives of an un-affiliated Broker/Dealer and can receive commissions or other brokerage related fees or expenses, as disclosed and more fully detailed in Item 12 of this Brochure. This brokerage relationship presents a potential conflict of interest and gives our advisory personnel an incentive to recommend investment products based on the compensation received, rather than on a client's individual needs. This inherent conflict is hereby disclosed to all clients, and clients should use their own determination as to the nature of the conflict.

This firm takes numerous actions to address these conflicts of interest. As a Fiduciary, the firm, via its Management and Compliance Department, works to ensure that client's best interests are used when determining investment recommendations, including review of all advisory recommendations. Clients are always free to choose the investments made in their accounts and can always choose their own brokerage firm or custodian. In addition, this firm maintains a Code of Ethics to help ensure that investment decisions are in the best interest of clients, as disclosed in Item 11 below.

ITEM 6 – Performance Based Fees and Side-By-Side Management

Financial Enhancement Group does not charge any performance-based fees of any kind (those fees that are based upon a share of capital gains or capital appreciation of client assets) or side-by-side management fees.

ITEM 7 – Types of Clients

Financial Enhancement Group provides its Advisory Services to individuals, families, retirement plans, trusts, estates, charitable organizations, or other business entities.

We provide account management services for Brokerage, Product (Annuities), and Individual 401K's.

ITEM 8 – Methods of Analysis, Investment Strategies, and Risk of Loss

Investing in securities of any kind involves risk, including loss of principal or loss of investment that clients must be prepared to accept.

We monitor market conditions and make tactical adjustments to manage the risk/reward profile of our various portfolios. In doing so, we will adjust the allocation to stocks and bonds in our various portfolios as well as the weighting to different sectors or categories of the stock and bond components. These adjustments are anchored by two proprietary tools we have developed over time: our Risk Barometer to control equity allocation and our Sector Overlay to control exposure to the various sectors. (Some of our strategies will have exceptions – such as the All Equity portfolio which maintains high equity exposure).

A four-legged stool process is put in place to find the best individual investments that fit into that overall asset allocation. The four-legged stool refers to four levels of analysis we utilize when selecting investments. Incorporating fundamental, technical, macro-economic and institutional trading activity analysis, our team seeks to uncover investments with proper risk-reward characteristics.

Generally, the firm provides advice on the following types of securities: stocks (exchange listed, over-the-counter, and foreign issues); warrants; bonds (corporate debt); certificates of deposit; municipal securities; variable life insurance and variable annuities; mutual funds and exchange traded funds (ETFs); and U.S. government securities.

Brokerage Portfolios

Our Brokerage Portfolios goals and strategies are as follows. It should be noted that our growth and balanced models have variations on each to cover differing account sizes and tax sensitivities. The underlying objectives for each model's strategy remains intact but the mix of the securities utilized will vary.

CAPITAL PRESERVATION

Portfolio Goal:

The capital preservation portfolio is designed for the cautious investor. An investor with this profile will be 100% in fixed income vehicles. The main objective of this portfolio is to preserve the capital. Some minor fluctuations are to be expected in portfolio values to adequately meet these goals.

Strategy:

Fixed income related holdings will comprise the majority of the account, with cash and currencies. The investment managers will actively adjust the allocation to these various asset classes as well as the composition of each. This is considered a managed fixed income account, as we attempt to control interest rate, and credit risk.

ALL BONDS

Portfolio Goal:

The all bond portfolio is designed for the cautious investor with a short-term time horizon. An investor with this profile will be 100% in fixed income and cash vehicles. The main objective of this portfolio is to contain drawdowns to levels that can reasonably be expected to lead to a recovery of lost value within a short period of time (several months to a couple of years) In exchange for taking some risk beyond that of a bank deposit, the portfolio's secondary goal is to keep pace with changes in purchasing power.

Strategy:

Fixed Income related holdings will comprise most of the model, with cash holdings and currencies playing a supporting role. The investment managers will actively adjust the allocation in order to manage interest rate and credit risks pursuant to the portfolios goals. Though the portfolio's name is "all bond", it should be noted that the portfolio's goals will align it more with the risk/reward profile of short-term bond indices rather than aggregate or intermediate term ones.

CONSERVATIVE

Portfolio Goal:

The conservative portfolio is designed for the cautious investor. An investor with this profile will heavily favor fixed income over equities. The main objective of this portfolio is to preserve the capital. Some fluctuation is to be expected in portfolio values to adequately meet these goals.

Strategy:

Fixed Income holdings will be heavy weightings in the account, with some cash and currencies. Smaller holdings of commodities and equities (mostly dividend paying equities) will also be a component. The investment managers will actively adjust the allocation to these various asset classes as well as the composition of each.

BALANCED

Portfolio Goal:

The balanced portfolio has the primary objective of providing a dependable income stream to the account owner. A secondary objective is to obtain a reasonable return while taking less risk than the overall market, with a focus on matching or beating inflation over a period of time.

Strategy:

A balance of different assets will always be at work in this strategy. Fixed Income and Equity related holdings will comprise the vast majority of the account, with sufficient cash holdings and alternative securities such as commodities, currencies, and real estate to expand diversification. The investment managers will actively adjust the allocation to these various asset classes as well as the composition of each.

GROWTH

Portfolio Goal:

The growth strategy has the primary objective of capturing longer term appreciation of capital.

Strategy:

The growth portfolio seeks to obtain above average returns, while attempting to take less risk than the S&P 500 over market cycles. However, investors should expect frequent fluctuations in the portfolio value, which are common to growth portfolios. Tactical adjustments are made in the asset classes the investment manager believes represent the best probabilities of achieving this. The goal is to achieve results over time which are better than the investor would realize from a passive benchmark heavily invested in stock market indices.

Investors with this portfolio are comfortable and have experience with portfolio volatility and have the time and wherewithal to withstand such movements.

ALL EQUITY

Portfolio Goal:

The All Equity portfolio seeks long term growth in excess of its benchmark, the S&P 500.

Strategy:

To accomplish the goal, this portfolio remains fully invested in equities. The exception is a minimal cash position for account expenses and when a position is sold and a replacement has not been readily selected. Risk is managed through diversification of equity holdings of US and International Companies of various styles.

TAX EFFICIENT EQUITIES

Portfolio Goal:

The Tax Efficient Equity portfolio is designed for the investor seeking capital appreciation through the use of a portfolio with a large exposure to equities. The main objective of this portfolio is to grow capital, specifically through unrealized gains and periodic intentional gains recognition. Significant account value fluctuations are to be expected in order to adequately meet these goals.

Strategy:

The Tax Efficient Equity strategy seeks to obtain growth through holdings of concentrated stocks that were screened for a variety of factors that should lead to their sustained growth in value creation for shareholders. The strategy will also hold positions in a few funds also congruent with the strategy of generating long-term appreciation with minimal income production. The additional goal is for the carefully selected strategies to provide some extra return above and beyond the broad indices.

TACTICAL EDGE

Portfolio Goal:

The Tactical Edge portfolio is designed for the investor seeking capital appreciation through the use of, at times, a large exposure to equities. The main objective of this portfolio is to grow capital and exceed the return of the S&P 500 over the long term. Account value fluctuations are to be expected in order to adequately meet these goals.

Strategy:

The Tactical Edge strategy seeks to obtain above average returns through the use of multiple sub-strategies to create an equity-focus portfolio. Investors should expect to see somewhat frequent trade activity as pieces of the multi-strategy strive for shorter-term gains while managing downside risk.

HEDGED APPRECIATION

Portfolio Goal:

The goal of the Hedged Appreciation portfolio is to provide an experience or risk profile similar to that of a long/short hedge fund or fund of funds, which appropriately compensates the use of capital while protecting against intolerable losses. The benefits of this portfolio versus a hedge fund are that Hedged Appreciation has no lock ups, performance fees, gates, liquidity issues, or high minimum account values.

Strategy:

The Hedged Appreciation portfolio simultaneously has three underlying component strategies at work that come together to curb the effects of large downdrafts and capture incremental gains in portfolio value both from income and trading profits. It is unlikely this portfolio will capture large upside returns during bull markets, but the goal is to protect during downturns.

Product Portfolios

Our Product Portfolios goals and strategies are as follows:

CONSERVATIVE/PORTFOLIO I

Portfolio Goal:

The conservative portfolio is designed for the cautious investor. An investor with this profile will want to always have a balance in the portfolio, but weighted towards fixed income. The main objective of this portfolio is to preserve the capital, in real terms, over a long period of time. Minor fluctuations are to be expected in portfolio values to adequately meet these goals.

Strategy:

This is not to be confused with a “buy and hold”, but rather some mix of traditional and non-traditional assets. Fixed Income related holdings will comprise the vast majority of the account, with sufficient equities, cash holdings, and alternative securities such as commodities, currencies, and real estate to expand diversification. The investment managers will actively adjust the allocation to these various asset classes as well as the composition of each.

BALANCED/PORTFOLIO II

Portfolio Goal:

The balanced portfolio has the primary objective of providing a dependable income stream to the account owner. A secondary objective is to obtain a reasonable return while taking less risk than the overall market, with a focus on matching or beating inflation over a period of time.

Strategy:

A balance of different assets will always be at work in this strategy. This is not to be confused with a “buy and hold”, but rather some mix of traditional and non-traditional assets. Fixed Income and Equity related holdings will comprise the vast majority of the account, with sufficient cash holdings and alternative securities such as commodities, currencies, and real estate to expand diversification. The investment managers will actively adjust the allocation to these various asset classes as well as the composition of each.

GROWTH/PORTFOLIO III

Portfolio Goal:

The growth strategy has the primary objective of capturing longer term appreciation of capital.

Strategy:

The growth portfolio seeks to obtain above average returns, while attempting to take less risk than the S&P 500 over market cycles. However, investors should expect frequent fluctuations in the portfolio value, which are common to growth portfolios. Tactical adjustments are made in the asset classes the investment manager believes represent the best probabilities of achieving this growth (sometimes with as much as 50% less or 20% more equity exposure than the benchmark). The goal is to achieve results over time, which would be better than the investor would realize from a passive benchmark heavily invested in stock market indices along with a smaller mix of bonds.

AGGRESSIVE GROWTH/PORTFOLIO IV

Portfolio Goal:

The aggressive growth strategy has the primary objective of capturing longer term appreciation of capital with more risk exposure than the growth portfolio.

Strategy:

The aggressive growth portfolio seeks to obtain above average returns, while attempting to take risk equivalent to the S&P 500 over market cycles. However, investors should expect frequent fluctuations in the portfolio value, which are common to aggressive equity portfolios. Tactical adjustments are made in the asset classes the investment manager believes represent the best probabilities of achieving this growth. The goal is to achieve results over time which is better than the investor would realize from a passive benchmark heavily invested in stock market indices. Investors with this portfolio are comfortable and have experience with portfolio volatility and have the time and wherewithal to withstand such movements.

ITEM 9 – Disciplinary Information

Firms are required to report any legal or disciplinary events that are material to a client's evaluation of our advisory business and the integrity of our management. There are no legal or disciplinary events that are reportable under this Item for FEG.

ITEM 10 – Other Financial Industry Activities and Affiliations

In addition to being a registered Investment Advisor, most advisory personnel of FEG are also registered with an unaffiliated Broker/Dealer, World Equity Group, Inc. When transacting securities business through this Broker Dealer they will receive standard sales commission or transaction fees.

In addition, many related persons of FEG maintain individual Insurance licenses with various insurance companies, including life, health, and annuity. Those individuals will receive normal sales commissions or agent fees when transacting insurance sales on behalf of clients.

Because of these inherent conflicts of interests, and the fact that advisory personnel have a financial incentive when transacting business via these brokerage or insurance firms with which they are licensed, clients are always free to execute brokerage or insurance transactions via any firm of their own choosing. In addition, in an effort to mitigate against these conflicts, while all Portfolio trade decisions are made by an investment committee, a separate firm Principal reviews all trading activity in order to detect and prevent unsuitable transactions or churning.

ITEM 11 – Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading

Code of Ethics:

Financial Enhancement Group maintains a Code of Ethics that requires every aspect of our business to be conducted in a fair, lawful and professional manner. Strict compliance with all laws and regulations governing the securities industry is paramount. It is our obligation to respect and protect the right to privacy of all our clients. Confidential or proprietary information, obtained in the course of doing business, will not be used for personal gain or shared with others for their personal benefit. All efforts are made to avoid actual or potential conflicts of interest, and to ensure disclosure of any actual or potential conflict of interest. In addition, the Code requires that certain transactions by firm personnel be pre-approved, and that firm personnel report all reportable holdings and transactions to firm management on a regular basis. A copy of our Code of Ethics is available to existing and prospective clients upon request – just call our main office in Anderson, or request a copy from your Advisory Representative, who will ensure that a copy is mailed out to you at no charge.

Participation or Interest in Client Transactions and Personal Trading:

Principals and/or officers of FEG can manage his/her own accounts in the same manner FEG uses to manage client assets. As such, firm personnel can own the same securities or other investments that client accounts contain. Client transactions are executed either prior to or simultaneously with those of the firm personnel. All employee transactions are reviewed by the Compliance Department to ensure that any conflicts can be identified and addressed.

FEG does not conduct ‘Principal’ transactions, does not engage in Cross-Trades between advisory clients, and does not participate in Agency Cross Transactions (wherein an advisory client buys or sells to or from a FEG brokerage client).

Trade Rotation Policy:

FEG's policy is to provide a fair and equitable method of trade rotation in placing trades for client's accounts. To meet this objective, FEG has established a written trade rotation procedure.

Generally, FEG utilizes a trade rotation log when trading on multiple platforms, which lists the trade rotation schedule for certain client accounts. The log is designed as an internal control to help FEG ensure that it does not treat client accounts unfairly to the extent reasonably practicable and that no client account (or group of accounts) receives placement priority over any other participating accounts.

Trade Errors:

In the event a trading error occurs in a client account, it is this firm's policy to restore the account to the position it should have been in had the trading error not occurred. This firm will make clients whole for any losses in trades identified in error by reimbursing the client account or re-executing the applicable order, but will not reimburse any market gains. The firm corrects all trade errors through Trading Error Accounts maintained by the firm's custodians and will retain net losses. Any gains are swept from the trading error account on a regular basis never exceeding thirty day intervals and contributed to charity.

ITEM 12 – Brokerage Practices

FEG will recommend that advisory clients establish brokerage account(s) with TD Ameritrade, a FINRA-registered Broker-Dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Although FEG does recommend that clients establish accounts at TD Ameritrade, it is the client's decision to custody assets with TD Ameritrade, and clients are free to choose any Broker/Dealer or account Custodian that they desire.

The firm considers the following factors before suggesting a particular brokerage firm to clients: the products offered, the level of service, the quality of trade execution, the record keeping and reporting capabilities, software and related technological capabilities, the trading platforms offered, and the ability to meet client needs. In assessing the reasonableness of their commissions, the firm compares various brokerage firm rates on an ongoing basis. In considering all these parameters, this firm recommends that clients use TD Ameritrade.

The firm remains flexible in the use of other brokerage firms upon client request or where otherwise appropriate. Clients could receive lower overall commission rates, enhanced execution, or other services at another broker/dealer. Each client must evaluate each broker/dealer carefully to ensure that the broker selected provides them with the best blend of cost, clearance and settlement, and other services.

However, clients who direct their brokerage accounts to broker/dealers of their own independent choosing may not receive best execution on their trades. For example, such clients usually cannot participate in block orders with other firm clients and the lower transaction costs such trades afford. In such transactions, share prices are averaged across client accounts participating in the block transaction (although clients could still be subject to a minimum commission charge).

In addition, as stated in Item 10 of this Brochure, some advisory personnel are individually registered and licensed with a FINRA registered Broker/Dealer, World Equity Group, Inc., and when executing brokerage transactions via World Equity Group will receive their standard commission. Because of this relationship, FEG has a potential conflict of interest between its fiduciary duty to obtain best price and execution on client trades, and its profit motivation when Representatives act as Registered Representatives via World Equity Group.

FEG participates in the TD Ameritrade Institutional advisor program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. (“TD Ameritrade”) member FINRA/SIPC/NFA. TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer. TD Ameritrade offers to independent Investment Advisors services which include custody of securities, trade execution, clearance, and settlement of transactions. Advisor receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure below and under Item 14 below.)

ITEM 13 – Review of Accounts

Joseph Clark and/or Adam Harter, Chief Investment Strategist and/or Donald Hodson, Chief Compliance Officer, review client accounts on an ongoing basis as part of the Portfolio management process. Such reviews are conducted at least quarterly.

Each month, clients receive a statement detailing asset holdings and transactions directly from the broker/dealer, bank, or other qualified custodian that holds and maintains client’s investment assets. Each quarter, clients receive written statements prepared by FEG detailing holdings and investment performance versus the benchmark S&P 500 Index, and the MSCI EAFE Index. Performance is calculated for the current period, year-to-date, and ‘Since Inception’ of the account.

FEG clients are contacted through weekly video commentary, telephone calls, and quarterly statement letters. In addition, FEG clients are invited to two group events each year. Through these contacts FEG provides our outlook for the financial markets, our investment strategies, review changes in the client’s financial situation, and any other topic clients would like to explore.

We are pleased to discuss any topic of interest to a client at the client’s convenience, and clients are free to contact their Representative or any other member of our management team at any time with questions, comments, or concerns.

ITEM 14 – Client Referrals and Other Compensation

As disclosed under Item 12 above, Advisor participates in TD Ameritrade's institutional customer program and Advisor does recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between Advisor's participation in the program and the investment advice it gives to its Clients, although Advisor receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors.

These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Advisor by third party vendors.

TD Ameritrade could also have paid for business consulting and professional services received by Advisor's related persons. Some of the products and services made available by TD Ameritrade through the program could benefit Advisor but may not benefit its Client accounts. These products or services could assist Advisor in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Advisor manage and further develop its business enterprise.

The benefits received by Advisor or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Advisor endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Advisor or its related persons in and of itself creates a potential conflict of interest and could indirectly influence the Advisor's choice of TD Ameritrade for custody and brokerage services.

ITEM 15 – Custody

When authorized by clients, we will directly debit client advisory fees from client accounts, which under applicable regulations is deemed a form of custody. All funds are held by the Brokerage firm or Custodian firm of the client's choosing. The Brokerage firm or Custodian firm sends monthly or quarterly statements directly to clients on a regular basis. Because the custodian does not calculate the amount of our advisory fee to be deducted, it is important for clients to review their custodial statements carefully and thoroughly. FEG encourages all clients to carefully compare quarterly or other reports provided by this firm to custodial or brokerage statements issued by the applicable brokerage or custodial firms, and should immediately bring any discrepancies or questions to the attention of their Advisory Representative.

Effective August 2020, FEG does maintain custody. This custody is held within a limited number of client accounts for whom the firm or one of our employees acts as a Trustee. We have a contract in place with an independent public accounting firm to conduct the required surprise custody audit, which is filed with the SEC on ADV-E. Accounts of these clients will also be maintained with an outside custodial firm, and clients will receive statements and other regular reports from their custodian, which they should review carefully.

ITEM 16 – Investment Discretion

Financial Enhancement Group does maintain Discretionary authority in client accounts, and clients must authorize the use of Discretion when opening their account when signing the Investment Advisory Contract/Agreement. Discretion is limited discretion, allowing this firm to execute trades, rebalance accounts, and buy and sell investments within

client accounts, in accordance with the Advisory Agreement and client investment objectives.

As noted in Item 4 of this Brochure, firm advisory services can be tailored to each client – as such, if a client requires any restrictions on any types of investments, stocks, or market segments, the client needs to inform their Advisory Representative of the restrictions in writing. If, for any reason, the firm is not able to meet the client restrictions, the firm will notify the client of that fact so that the client can determine their requirements and needs.

ITEM 17 – Voting Client Securities

Financial Enhancement Group does not, and will not, vote client proxies. Clients retain the authority to vote proxies and will be responsible for ensuring that all proxy materials are sent directly to them.

ITEM 18 – Financial Information

FEG does not require prepayment of more than \$1,200 in fees per client six months or more in advance – as such, a Balance Sheet is not required and therefore not attached.

Financial Enhancement Group, like many other small businesses, faces challenges as a result of the coronavirus pandemic. In an abundance of caution and in the absence of clarity on the overall economic impact of the pandemic, Financial Enhancement Group applied for and received \$281,800 loan under the Treasury Department's Payroll Protection Program. Financial Enhancement Group is using the proceeds of the loan primarily to pay employee salaries, including a portion of the salaries of employees who are primarily responsible for performing advisory functions for its clients. Financial Enhancement Group believes that the existence of the loan and the potential obligation to repay it will have no impact on its ability to provide investment advisory services to clients.

ITEM 19 – State Registered Advisors

As FEG is an Advisor registered with the Securities Exchange Commission, this item is not applicable.