

# Form ADV Part 2B Brochure Supplement

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**Rick O. Helbing, CFP<sup>®</sup>, ChFC<sup>®</sup>**  
dba Suncoast Advisory Group

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This brochure supplement provides information about Rick Helbing that supplements the Partnervest Advisory Services, LLC brochure. You should have received a copy of that brochure. Please contact Client Services if you did not receive Partnervest Advisory Services, LLC's brochure or if you have any questions about the contents of this supplement.

## Item 2 – Educational Background, Business Experience, Investment Strategy / Philosophy, and Fees

Rick O. Helbing, CFP<sup>®</sup>, ChFC<sup>®</sup> (Date of birth: 01/10/1952)

### Educational Background

- University of Wisconsin - Whitewater, B.S., Political Science, 1974
- Certified Financial Planner-College for Financial Planning, July 6, 1990
- The American College; Chartered Financial Consultant (ChFC) designation; 10/7/1998

The CFP<sup>®</sup>, Certified Financial Planner<sup>™</sup> and certification marks are financial planning credentials awarded by Certified Financial Planner Board of Standards Inc. (CFP Board) to individuals who meet education (college-level course work), examination, experience (minimum of 3 years full time in a related field) and ethics (provide information related to personal history and attest to agreement in CFP ethical standards) requirements.

The Chartered Financial Consultant (ChFC<sup>®</sup>) designation is issued by The American College and is granted to individuals who have at least 3 years of full-time business experience within the 5 years preceding the awarding of the designation. The candidate is required to take 7 mandatory courses which include the following disciplines: financial, insurance, retirement and estate planning; income taxation, investments and application of financial planning; as well as two elective courses involving the application of the aforementioned disciplines. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every 2 years.

### Business Experience

- Partnervest Advisory Services, LLC; Investment Adviser Representative; 12/2015 - present
- Suncoast Advisory Group; President, Secretary, and Treasurer; 01/2010 - present
- LPL Financial Corporation; Registered Representative; 09/2009 -08/2014
- Suncoast Advisory Group; Partner; 06/1988 -01/2010
- Mutual Service Corp.; Representative/Investment Adviser Representative; 01/1995 -09/2009

### Investment Strategy / Philosophy

Suncoast Advisory Group advisory services are focused on serving medical and dental professionals, women entrepreneurs, and family owned businesses.

### *Wealth Management, Planning and Consulting Services*

We offer a broad based financial analysis designed to provide a thorough, professional, and objective analysis of your entire financial situation focused on clarifying your life goals. A financial plan is available as a stand-alone service, however, you can also receive assistance with implementation of planning ideas and strategies and periodic contact with our firm between reviews.

Through our comprehensive wealth management service, you may decide to engage us for some or all of the available services listed below.

- Discover your personal and business goals
- Review all relevant financial documents
- Analyze your personal Communication and Behavioral DNA profiles
- Design a personalized life plan
- Position your personal and business finances for minimal tax burdens
- Ongoing investment management and analysis along with your risk assessment
- Review your insurance needs
- Assess and build your estate plan for wealth conservation, charitable giving and trust positioning
- Provide online access to personalized family financial web site
- Access personal digitalized document vault
- Business consulting
- Review current and future health and long term care and ongoing retirement needs

- Develop strategies for education goals

Additional services will include periodic review of your business/practice management services, implementation of investment recommendations, quarterly portfolio evaluations, consultation, and advice throughout the year on life planning issues and assistance with the implementation of suggested planning strategies.

In conjunction with the implementation of your financial plan and the management of your portfolio, asset allocation is offered through various open architecture investment platforms which, in some cases, may include an assets under management or advisement fee, along with a platform and separate management fee. In either case, you will be provided with disclosures from the investment platform describing their program and any additional fees you might incur. In certain instances (e.g. Dimensional Fund Advisor models and funds) , your allocation will be managed directly by Suncoast Advisory Group at an independent custodian.

Various asset allocation objectives are composed by a group of independent investment strategists and/or Investment Advisor ("Portfolio Strategists"), with the different model allocations designed to satisfy a gradient of risk/return objectives. Typically, The Portfolio Strategists have no direct relationship with Suncoast Advisory Group, make no analysis of and do not consider your individual circumstances or objectives, and do not tailor the model asset allocation to your specific needs, circumstances, or objectives, but only to the stated risk/return objectives.

To use the any of the platforms, you will execute an Investment Advisory Agreement. We assist you in selecting the risk/return objective and Portfolio Strategist that best suits your objectives. You then specifically direct the account to be invested in accordance with the chosen asset allocation. When you select the asset allocation, you further direct that the account may be rebalanced and or reallocated to reflect any adjustment in your risk assessment and or market conditions. Your authorization results in the purchase and sale of certain mutual funds, securities, fixed income, or ETFs (or transfers between variable annuity sub-accounts) without further authorization by you or any other party at such time as the Portfolio Strategist changes the composition of the selected model asset allocation. In certain instances, a single investment (mutual fund) may be used to represent a chosen allocation. This is primarily related to the strategies and funds of Dimensional Fund Advisors LP, an Investment Advisor registered with the SEC, whose strategies and funds are only available through a select group of financial advisors.

You receive confirmation of all transactions in the account and you are free to terminate participation in the platform or investment program and retain or dispose of any assets in the account at any time. We have no authority to cause any purchase or sale of securities in your account, or change the selected model asset allocation or to direct the account to be invested in any manner other than as previously authorized by you pursuant to your Investment Advisory Agreement.

After gathering information about your financial situation, risk assessment, and investment objectives, we will make recommendations regarding the suitability of an investment program based on factors such as investment strategy, performance, and methods of analysis. We will periodically monitor the performance of your account to ensure the performance and investment style remains aligned with your investment goals and objectives.

#### *Pension Consulting Services*

We offer pension consulting services to employee benefit plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include an existing plan review and analysis, plan-level advice regarding fund selection and investment options, education services to plan participants, investment performance monitoring, and/or ongoing consulting. These pension consulting services will generally be non-discretionary and advisory in nature. The ultimate decision to act on behalf of the plan shall remain with the plan sponsor or other named fiduciary.

We may also provide additional types of pension consulting services to plans on an individually negotiated basis. All services, whether discussed above or customized for the plan based upon requirements from the plan fiduciaries (which may included additional plan-level or participant-level services) shall be detailed in a written agreement and be consistent with the parameters set forth in the plan documents.

#### *Types of Investments*

We primarily offer advice on equity securities, corporate debt securities, certificates of deposit, municipal securities, investment company securities, US Government securities, and interests in partnerships investing in real estate, ETF's, and other alternative investments.

Additionally, we may advise you on any type of investment that we deem appropriate based on your stated goals, risk, and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship.

You may request that we refrain from investing in particular securities or certain types of securities. You must provide these restrictions to our firm in writing.

#### Compensation and Fees for Wealth Management Planning and Consulting Services

For those clients with investable assets and a net worth valued at \$500,000 and above, we charge a flat annual retainer fee ranging between \$1,875 and \$5,000 per quarter. This fee includes comprehensive financial life planning, consulting services, and on-going management and advisement of your investment portfolio.

For those clients with investable assets and a net worth valued at less than \$500,000, we charge 1.5% - 2% annually based on assets under advisement and on-going management, plus the one time cost of \$3,500 to \$5,000 that covers your comprehensive financial life plan and supportive consulting services.

Account Asset Level Annualized Fee:

- \$0 to \$249,999 - 2.00%
- \$250,000 to \$499,999 - 1.50%

For all accounts with a \$0 fee balance, a flat \$75 annual fee will be charged, payable in quarterly installments.

In each instance our fees are negotiated on a case-by-case basis depending on the scope and complexity of your financial situation, including, but not limited to: your annual income, net worth (excluding your residence), your financial needs and goals, and other wealth management services. Fees are paid quarterly in advance. As a matter of convenience, you are permitted to pay the annual fee in advance, but we do not require prepayment of a fee in excess of \$500 and more than six months in advance.

Fees will be reviewed at the end of the second anniversary year.

In addition to the fees paid to Suncoast Advisory Group as outlined above, clients also pay separate fees and expenses to the broker dealer used for transactions, custodians that hold the assets and the fees incorporated directly in to the securities themselves, such as mutual funds or ETFs. The securities fees and expenses are described in each fund's prospectus. The custodial fees are described in the new account documentation when the client opens a brokerage account.

Trading fees charged by TD Ameritrade for Suncoast Advisory Group clients are as follows:

- Equities = \$8
- Mutual Funds = \$9.99 (for clients using Dimensional Funds)
- Options = \$9.99 + \$.75/contracts

Trading fees charged by Schwab for Suncoast Advisory Group clients are as follows:

Balances less than \$1 million and receiving paper statements from Schwab:

- Equities = \$12.95 + \$0.12 per share over 1000
- Mutual Funds = \$25.00
- Options = \$6.95 + \$.70/contract

Balances greater than \$1 million or receiving electronic statements from Schwab:

- Equities = \$4.95 + \$0.10 per share over 10,000
- Mutual Funds = \$25.00
- Options = \$6.95 + \$.70/contract

Note that these fees and expenses are outside the control of Suncoast Advisory Group or Partnervest, and may be subject to change at any time without prior notification from Suncoast Advisory Group or Partnervest.

### **Item 3 Disciplinary Information**

There are no legal or disciplinary events related to Mr. Helbing that are material to a client's or prospective client's evaluation of him as an investment advisor representative.

#### **Item 4 Other Business Activities**

Mr. Helbing is licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Helbing for insurance related activities. This presents a conflict of interest because Mr. Helbing may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

#### **Item 5 Additional Compensation**

Mr. Helbing does not receive any economic benefit from non-clients for providing investment advisory services.

#### **Item 6 Supervision**

Mr. Helbing is primarily in charge of performing periodic account reviews for his clients. In addition, Partnervest may employ periodic reviews of accounts (e.g., through the Operations manager and/or investment management staff, and/or compliance staff).

Rick Helbing is supervised by:  
Kenneth Hyman  
President and CEO, Partnervest Advisory Services  
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