

# Item 1: Cover Page

## Olympia Ridge, LLC

1020 Olympia Drive

Rochester Hills, MI 48306

**Form ADV Part 2A – Firm Brochure**

(586)770-4241

Dated June 13, 2016

This Brochure provides information about the qualifications and business practices of Olympia Ridge, LLC, "OR LLC". If you have any questions about the contents of this Brochure, please contact us at (586)770-4241. 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.

Olympia Ridge, LLC is registered as an Investment Adviser with the State of Michigan. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about "OR LLC" is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the firm's identification number 283892.

## Item 2: Material Changes

Since this is the first filing of the Form ADV Part 2A for "OR LLC", there is nothing to report. In the future, any material changes during the year made will be reported here.

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# Item 4: Advisory Business

## Description of Advisory Firm

Olympia Ridge, LLC is registered as an Investment Adviser with the State of Michigan. We were founded in April 2016. Scott Culver Smith is the principal owner of "OR LLC". Because "OR LLC" is a new entity, its Assets Under Management are not yet reported. "OR LLC" ("Advisor") is a fee-only holistic financial planning firm that specializes in providing holistic financial planning and investment advisory services to individuals and families. "OR LLC" offers a wide range of financial services. Specifically, Olympia Ridge, LLC. distinguishes itself from traditional investment advisory firms by providing services to meet your investment needs, as well as tax planning, estate planning, risk management, retirement planning, and business development needs.

## Types of Advisory Services

Olympia Ridge, LLC. offers the following types of services

**Olympia Ridge Core Retainer:** The Standard Retainer is an open retainer and provides holistic/comprehensive financial planning for a fixed fee over the course of one year. Clients will have six to eleven scheduled meetings during the Initial Year (see below), depending on their individual situation, and generally three or four scheduled meetings during Renewal Years (see below). In addition to scheduled meetings, additional face-to-face, e-mail and/or phone consultations are included at no additional charge, if needed.

**Initial Period of Core Retainer:** Scheduled meeting topics are listed below. Advisor will schedule meetings to cover those topics relevant to clients, such as:

- **Budgeting and Cash Flow Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with

consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (i.e., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Financial Goal Setting:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.

- **Estate Planning Review:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts.

We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

- **Portfolio Analysis / Recommending Investments:** This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, , as well as assisting you in establishing your

own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.

- **Small Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.

- **Insurance Analysis:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.

- **Risk Management Review:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance (“self-insuring”).

- **Education Planning:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).

- **Analysis of Employee Benefits:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.

**Additional Services:** Services that can be added to the scope of the Core Retainer for an additional negotiated consideration are as follows:

-**Special Needs Planning:** We will provide additional planning consideration if there the client has a special needs situation that should be considered. Examples of this type of planning include but are not limited to mental disability by client or dependant, drug addiction, and Special Needs Adoption.

-**Executive Compensation:** Additional Employee Benefits analysis for firm executives or highly compensated employees including but not limited to Restricted Stock, Incentive Stock Options, Nonqualified Deferred Compensation, and Key Person Insurance.

-**Collectables:** Further integration of the investment portfolio to factor in collectables such as artwork, collectible automobiles, stamps, comic books, toys, etc

## **Renewal Years of Core Retainer**

Typical scheduled meetings:

- Financial Goal setting/review
- Cash Flow
- Tax Planning
- Investment Review/Update - Rebalancing of assets
- Financial Planning and/or any financial services as requested or needed by client.
- Insurance and Estate Plan Review

**Project Retainer:** If the Core Retainer relationship is not desired or practical for the client, Project Retainer services are also offered. Project Retainer services are narrower in scope and usually focus on one or more of the following areas: goal setting, asset/liability analysis, tax planning, cash flow management, investment review, retirement planning, risk management, estate planning and record keeping. The service includes various client consultations as well as written and/or oral recommendations resulting from such consultations. The Project Retainer does not constitute a comprehensive financial planning engagement and follow-up advice and/or implementation assistance is not provided following the completion of the project.

If a client wishes to upgrade to the Standard Retainer option, they may receive credit toward Standard Retainer fees for all amounts paid under Project Retainer agreements for a time period of six months.

## **Olympia Ridge Financial Launch**

This service involves a Comprehensive “One-Time” financial plan. Upon desiring a comprehensive plan, a client will be taken through establishing their goals and values around money. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefit, retirement planning, insurance, investments, college planning and estate planning. Once the client’s information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. Clients subscribing to this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. If a follow up meeting is required, we will meet at the client’s convenience for a time period of up to one (1) year from the date of initial engagement. The plan and the client’s financial situation and goals will be monitored throughout the year and follow-up phone calls and

emails will be made to the client to confirm that any agreed upon action steps have been carried out. business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.

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

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement or Risk Tolerance Questionnaire which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Olympia Ridge, LLC does not withdraw any fees from client's investment accounts. All fees are paid directly to Olympia Ridge, LLC. by the client. Olympia Ridge, LLC. manages client's assets on a strict non-discretionary basis. This means that Olympia Ridge, LLC. does not place any trades in accounts without the prior consent and agreement of the client. By definition, this also means that clients may impose any restriction on investing in certain types of securities or certain securities specifically in their account managed by Olympia Ridge, LLC. As Olympia Ridge, LLC is a new entity, there are currently no discretionary or non-discretionary assets under management to report.

## **Wrap Fee Programs**

We do not participate in wrap fee programs.

## **Referral Of Third-Party Advisors**

We have entered into a collaborative arrangement with **Asset Dedication, LLC ("Asset Dedication")**, an independent adviser not affiliated with **Olympia Ridge, LLC**. Through this arrangement we may recommend Asset Dedication's investment strategies and services to client, when appropriate, based on each client's individual needs.

We will describe the investment programs and strategies available from Asset Dedication that may be most beneficial and appropriate for the client. We will recommend Asset Dedication strategies only in relation to the client's stated investment objectives and risk tolerance. The client may or may not enter into an agreement directly with Asset Dedication, who shall provide investment management services. We will serve as the communication conduit between the client and Asset Dedication. We shall be available to answer questions that the clients may have regarding their account. Prior to the introduction of a prospective client to Asset Dedication, we collect financial and demographic information, and will assist the client in identifying their financial objectives. We will also keep the client's financial plan current so as to meet the ongoing needs of the client. In the event that the client does not timely update their financial plan we may be required to resign the agreement. Asset



Dedication periodically delivers up-to—date program descriptions for use by **Olympia Ridge, LLC.** Asset Dedication will generally have discretionary authority to determine the securities to be purchased and sold for the client’s accounts managed by Asset Dedication. Asset Dedication also provides operational support to **Olympia Ridge, LLC.** for the efficient delivery of and reporting of portfolio management services.

Clients are advised that there may be other third-party managed programs that may be suitable to the client that may be more or less costly. No guarantees can be made that client’s financial goals or objectives will be achieved. Further, no guarantees of performance can be offered. Investments involve risk, including the possible loss of principal.

Client should obtain and read Asset Dedication’s Disclosure Brochure (ADV Part 2) for a complete description of their service, fee schedules and account minimums. A Disclosure Brochure will be provided to clients at the time an agreement for services is executed and account is established.

## Item 5: Fees and Compensation

Please note, unless a client has received the firm’s disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

### Investment Management Services

Olympia Ridge, LLC , Inc. is a fee-only firm. The Firm is compensated solely by professional fees received directly from clients. The specific fee arrangement for each client is established in the written agreement (the OR LLC Core Retainer Agreement) between OR LLC and the client. In the initial period, the payments are set forth in the initial contract occurring either quarterly or monthly. All billings to the client are sent directly to the client. In renewal years, fees are billed annually and payments are payable either quarterly or on a monthly basis. We do not require any other payment schedule. Fees are determined as follows:

#### **Olympia Ridge Core Retainer**

Initial Period of Standard Retainer: \$1,200 – \$15,000

Renewal Years of Standard Retainer: \$1,200 - \$9,750

Fees are calculated annually and are calculated based on the client or client’s Adjusted Gross Income, Net Worth, and overall complexity of their financial situation.

Clients may choose to be billed on a quarterly or monthly basis for Core Retainer services and may choose to pay fees by check, credit card. or by Automatic Debit.

**Additional Services:** Fees for services added that are not part of the Core Retainer are negotiable between Olympia Ridge, LLC. and the client. Fee's for these additional services will not exceed a maximum of \$3,000.00 annually.

See attached current Core Retainer Fee Schedule (Exhibit A).

Discounts to the Core Retainer fee are available for friends, family, and active military.

### **Olympia Ridge Project Retainer**

Services under the Project Retainer are typically provided on a flat-fee basis. Olympia Ridge, LLC. and client may negotiate an hourly fee of \$150-\$300 per hour for specific project requests. Flat fee Project Retainers are due in full at the beginning of the engagement. An Estimate of the number of hours that the project will require will be provided at the time of the initial discussion. At "OR LLC's" sole discretion, fees may be paid with one-half due at the beginning of the engagement and the remainder upon completion. No other services will be provided upon completion of the engagement.

Clients may choose to pay fees by check, or by Credit Card.

### **Olympia Ridge Financial Comprehensive**

Services provided under the Financial Comprehensive are negotiable depending on the scope of the planning needed. Fee's for this service range from \$1,000 to \$10,000. With the Financial Comprehensive Olympia Ridge, LLC. will be retained for one year from the time of the start of the engagement to assist client with implementation of the plan. This includes additional meetings, if necessary, as well as answer follow up by phone or email.

Clients may choose to pay fees by check, or by Credit Card using PaySimple.

Olympia Ridge, LLC.. is a fee-only financial advisory firm and does not sell investment or insurance products. Unless specifically requested and authorized in writing by Client (with such request accepted by Advisor), Advisor does not execute recommendations on behalf of clients. Clients are responsible, but under no obligation, to implement any recommendations made by Advisor.

In addition to Advisor's fee, clients may incur certain other fees and charges to implement Advisor's recommendations. Additional charges and fees will be imposed by custodians, brokers, third party investment and other third parties, such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes. Mutual funds and exchange traded funds also charge internal management fees, which are

disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to the Advisor's fee.

Fees are generally not negotiable. The client may terminate an engagement by providing written notice within five days of signing a retainer agreement. Additionally, either party may terminate an agreement, without penalty, at any time upon seven days written notice. Any prepaid but unearned fees will be promptly refunded by Advisor on a prorated basis, determined by the number of appointments not completed. Any fees that have been earned but not yet paid by Client will be due and payable. Whether fees have been earned or unearned will be determined by Advisor at Advisor's sole discretion. All refunds will be processed either by credit card credit or by check issued by Olympia Ridge, LLC. Refunds are calculated by determining the number of days in the billing cycle the amount of prepaid fees would compensate Olympia Ridge for including the 7 day notice then refunding the fees collected over that amount.

## **REFERRAL OF THIRD-PARTY ADVISERS**

When a client decides to work with Asset Dedication, they will enter into a separate/secondary fee arrangement directly with Asset Dedication. The fee charged by Asset Dedication shall not exceed an annual fee of 0.35% of the total assets managed by Asset Dedication.

## **Other Types of Fees and Expenses**

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

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

We do not offer performance-based fees.

## Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals, and high net-worth individuals.

We have a \$100,000 minimum account size for Investment Advisory Services, but no minimum for Financial Planning Services.

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

When clients have us complete an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, our primary methods of investment analysis are Fundamental Analysis, Selection of Outside Managers, and Passive Investment Management.

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

**Outside Managers:** We employ the use of sub-advisers ("outside managers"). Our analysis of outside managers involve the examination of the experience, expertise, investment philosophies, and past performance of the outside managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks. A risk of investing with an outside manager who has been successful in the past is that he/she may not be able to replicate that success in the future. In addition,

as we do not control the underlying investments in an outside manager's portfolio. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as we do not control the manager's daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

**Passive Investment Management:** We primarily practice passive investment management. Passive investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve a desired relationship between correlation, risk and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange traded funds.

Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark. Academic research indicates most active managers underperform the market.

## **Material Risks Involved**

**All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Strategy Risk:** The Adviser's investment strategies and/or investment techniques may not work as intended.

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio.

**Turnover Risk:** At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

**Limited markets:** Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable, or find buyers at any price.

**Concentration Risk:** Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Legal or Legislative Risk:** Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

**Inflation:** Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

## **Risks Associated with Securities**

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**Commercial Paper** is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

**Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

**Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on such factors as interest rates, credit quality, and maturity. In general, market prices of debt

securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

**Bank Obligations** including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

**Municipal Bonds** are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

**Options and other derivatives** carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

**Investment Companies Risk.** When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which client's invest.

## Item 9: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of "OR LLC" or the integrity of our management. We have no information applicable to this Item.

## Item 10: Other Financial Industry Activities and Affiliations

Scott Culver Smith currently does not participate in other financial industry activities and is not affiliated with other financial firms.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each client. Our clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to clients.
- Competence - Associated persons shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.



- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matter shall reflect credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We will, upon request, promptly provide a complete code of ethics.

Our firm and its "related persons" (associates, their immediate family members, etc.) may buy or sell securities the same as, similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time, however, will our firm or any related party receive preferential treatment over our clients.

In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific securities transactions. Any exceptions or trading pre-clearance must be approved by our Chief Compliance Officer in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

## Item 12: Brokerage Practices

### Factors Used to Select Custodians and/or Broker-Dealers

Olympia Ridge, LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

#### 1. Research and Other Soft-Dollar Benefits

We currently do not receive soft dollar benefits.

#### 2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### **3. Clients Directing Which Broker/Dealer/Custodian to Use**

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. For assets managed by OR, the custodian of choice is TD Ameritrade. For assets managed by a third-party manager, Asset Dedication LLC is the preferred asset manager.

Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most favorable execution of client transaction and this may cost clients money over using a lower-cost custodian.

As stated earlier in Section 4 (Referral of Third Party Advisors), OR LLC has entered into a collaborative arrangement with Asset Dedication, LLC (“Asset Dedication”), an independent adviser not affiliated with OR LLC. Through this arrangement we may recommend Asset Dedication’s investment strategies and services to client, when appropriate, based on each client’s individual needs.

We will describe the investment programs and strategies available from Asset Dedication that may be most beneficial and appropriate for the client. We will recommend Asset Dedication strategies only in relation to the client’s stated investment objectives and risk tolerance. The client may or may not enter into an agreement directly with Asset Dedication, who shall provide investment management services. We will serve as the communication conduit between the client and Asset Dedication. We shall be available to answer questions that the clients may have regarding their account. Prior to the introduction of a prospective client to Asset Dedication, we collect financial and demographic information, and will assist the client in identifying their financial objectives. We will also keep the client’s financial plan current so as to meet the ongoing needs of the client. In the event that the client does not timely update their financial plan we may be required to resign the agreement. Asset Dedication periodically delivers up-to—date program descriptions for use by Olympia Ridge. Asset Dedication will generally have discretionary authority to determine the securities to be purchased and sold for the client’s accounts managed by Asset Dedication. Asset Dedication also provides operational support to Olympia Ridge for the efficient delivery of and reporting of portfolio management services.

Clients are advised that there may be other third-party managed programs that may be suitable to the client that may be more or less costly. No guarantees can be made that client’s financial goals or objectives will be achieved. Further, no guarantees of performance can be offered. Investments involve risk, including the possible loss of principal.

Client should obtain and read Asset Dedication’s Disclosure Brochure (ADV Part 2) for a complete description of their service, fee schedules and account minimums. A Disclosure Brochure will be provided to clients at the time an agreement for services is executed and account is established.

## **Aggregating (Block) Trading for Multiple Client Accounts**

Outside Managers used by "OR LLC" may block client trades at their discretion. Their specific practices are further discussed in their ADV Part 2A, Item 12.

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

Client accounts with the Investment Management Service will be reviewed regularly on an annual basis by Scott Culver Smith. During the regular review the account's performance is compared against like-managed accounts to identify any unacceptable performance deviation. Additionally, reasonable client imposed restrictions will be reviewed to confirm that they are being enforced. Events that may trigger a special review would be unusual performance, addition or deletions of client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

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

"OR LLC" will not provide written reports to Investment Management clients.

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

We do not receive any economic benefit, directly or indirectly from any third party for advice rendered to our clients. Nor do we directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

"OR LLC" does not have custody, except for in the instance of withdrawing client fees. "OR LLC" sends a copy of the invoice to the custodian or trustee at the same time a copy is sent to the client. The custodian sends quarterly statements to the client showing all disbursements for the custodian account, including the amount of the advisory fees. Clients provide written authorization permitting "OR LLC" to be paid directly for their accounts held by the custodian or trustee. Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets.

## Item 16: Investment Discretion

For those clients who choose to use Outside Managers for investment management, we will therefore not exercise discretion.

At the client's request, Non-Discretionary authority will require the Advisor to obtain Client's prior approval of each specific transaction prior to executing investment recommendations to buy / sell securities, the amount to buy / sell, recommendation of broker / custodian, as well as for the selection and retention of sub-advisors to the account. Advisor will act in accordance with a Client's objectives and suitability. Non-discretionary refers to the requirement to obtain your express permission and approval, via a written limited power of attorney, prior to initiating any investment actions.

## Item 17: Voting Client Securities

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

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

## Item 18: Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.

# Item 19: Requirements for State-Registered Advisers

Scott Culver Smith

Born: 1971

## Educational Background

- 1994 – BS, Consumer and Family Economics, University of Missouri - Columbia

## Business Experience

- 04/2016 – Present, Olympia Ridge, LLC, Principal and CCO
- 10/2014 – 01/2016, Cygnet Financial Planning, Advisor
- 10/2012 – 09/2014, Cambridge Connection Inc., Associate
- 06/2003 – 08/2012, DTG Operations, General Manager

## Professional Designations, Licensing & Exams

**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 a number of 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 68,000 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, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). 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 in order 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.

### **Other Business Activities**

Scott Culver Smith currently provides consulting advice to other Fee-Only Financial Planners. This activity accounts for approximately 10% of their time.

### **Performance Based Fees**

Please refer to Item 6 of this brochure.

### **Material Disciplinary Disclosures**

No management person at Olympia Ridge, LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships That Management Persons Have With Issuers of Securities**

Olympia Ridge, LLC, nor Scott Culver Smith, have any relationship or arrangement with issuers of securities.

## Schedule A

### Core Retainer Fee Schedule

#### Core Retainer Model Fee Structure

##### Base Fee

Fee is a per year fee, billed Quarterly or Monthly (choice of client):

##### 1.0% of Adjusted Gross Income + % of Net Worth Based on the Following Calculation

\$0 - \$1,000,000	.50%
\$1,000,001 - \$2,000,000	.35%
\$2,000,001 - \$3,000,000	.25%
\$3,000,001 - \$5,000,000	.35%
\$5,000,001 – Above	.15%

Initial Retainer – Retainer Fee will be determined by incorporating combination of Base Fee with Investment Management decision, and Additional Financial Considerations at time of introductory client meeting. Year one will likely involve more time by both OR as well as one on one client meetings, likely 5 or more

Renewal Retainer Year Two – Retainer fee will be fixed at the same level as year 1 but a discount off 35% will apply from the year one fee. Year one regularly has more work involved, but usually year two on there are fewer meetings unless there is a change to the client’s financial situation that will cause more or less work. Year two generally consists of 3-4 one on one meetings plus unlimited email.

Renewal Retainer Year Three – Retainer level reevaluated with new fee level set depending on fee calculation (above). Fee could increase, decrease, or remain constant depending on financial circumstances.

Renewal Retainer Year Four – Fixed at year 3 Fee

Renewal Retainer Year Five – Fixed at year 4 Fee



Renewal Retainer Year Six (and on) – Fee Re-evaluated, then locked for 3 years. After Each 3 year period the fee will then be reevaluated

Minimum Fee: \$1,200,00

Maximum Fee: \$9,000.00

#### Example 1

Client with Adjusted Gross Income of \$85,000 and a net worth of \$225,000. No Additional Services Required. No Discounts

Year 1 Fee =

85,000 x 1% = \$850.00

\$225,000 x .05% \$1125.00

Total Fee Yr 1 \$1975.00

Year 2 Fee=

\$1975.00 x 65% \$1283.75

Year 3 Fee Reevaluated

## Example 2

Client with Adjusted Gross income of \$120,000.00 and a Net Worth of \$35,000. Client has a Special Needs Child and needs Additional Services that would be valued at \$500.

### Year 1 Fee

\$120,000.00 X 1%	\$1200.00
\$35,000 X 0.5%	\$ 175.00
Additional Services	\$ 500.00
Total Fee Yr 1	\$1,875.00

### Year 2 Fee=

\$1875.00 x 65%	\$1218.75
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### Year 3 Fee Reevaluated

Olympia Ridge, LLC  
1020 Olympia Drive  
Rochester Hills, MI 48306  
(586)770-4241

Form ADV Part 2B – Brochure Supplement

*For*

**Scott Culver Smith**

Principal, and Chief Compliance Officer

Dated June 23, 2016

This brochure supplement provides information about Scott Culver Smith that supplements the Olympia Ridge, LLC ("OR LLC") brochure. A copy of that brochure precedes this supplement. Please contact Scott Culver Smith if the "OR LLC" brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Scott Culver Smith is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2: Educational Background and Business Experience

Please refer to Item 19 of the Form ADV Part 2A.

## Item 3: Disciplinary Information

Please refer to Item 19 of the Form ADV Part 2A.

## Item 4: Other Business Activities

Please refer to Item 19 of the Form ADV Part 2A.

## Item 5: Additional Compensation

Scott Culver Smith does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through "OR LLC".

## Item 6: Supervision

Scott Culver Smith, as Principal and Chief Compliance Officer of "OR LLC", is responsible for supervision. He/She may be contacted at the phone number on this brochure supplement.

## Item 7: Requirements for State Registered Advisers

1. Scott Culver Smith has NOT been involved in any of the events listed below.
  - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
    - i. An investment or an investment-related business or activity;
    - ii. Fraud, false statements, or omissions;
    - iii. Theft, embezzlement, or other wrongful taking of property;
    - iv. Bribery, forgery, counterfeiting, or extortion; or

- v. Dishonest, unfair, or unethical practices.
  - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - i. An investment or an investment-related business or activity;
    - ii. Fraud, false statements, or omissions;
    - iii. Theft, embezzlement, or other wrongful taking of property;
    - iv. Bribery, forgery, counterfeiting, or extortion; or
    - v. Dishonest, unfair, or unethical practices.
2. Scott Culver Smith has NOT been the subject of a bankruptcy petition at any time.