



3805 Beck Road  
P.O. Box 8807  
St. Joseph, MO 64508

11253 Strang Line Road  
Lenexa, KS 66215

816-233-4100 Voice  
816-233-3533 Fax  
info@FamilyInvestmentCenter.com  
[www.FamilyInvestmentCenter.com](http://www.FamilyInvestmentCenter.com)

October 11, 2018

### **Firm Brochure (Part 2A of Form ADV)**

#### **ITEM 1 COVER PAGE**

This Brochure provides information about the qualifications and business practices of Family Investment Center. If you have any questions about the contents of this Brochure, please contact us at 816-233-4100 and/or email [info@familyinvestmentcenter.com](mailto:info@familyinvestmentcenter.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Family Investment Center is a Registered Investment Advisor. Registration of an investment advisor does not imply any level of skill or training. The oral and written communications of an Advisor provide you with information about which you determine to hire or retain an Advisor. Additional information about Family Investment Center also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

#### **ITEM 2 MATERIAL CHANGES**

This Brochure dated October 11, 2018 is a document prepared according to the SEC's requirements and rules. The date of our last annual Brochure filing was March 12, 2018. Since the last update to Family Investment Center's Form ADV Part 2 Brochure on August 14, 2018, there have been no material changes to this Brochure.

Pursuant to SEC Rules, we will ensure that clients receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business's fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, free of charge. Currently, our Brochure may be requested by contacting Laura Holthaus, MS, CFP®, Chief Compliance Officer, at 816-233-4100 or [info@familyinvestmentcenter.com](mailto:info@familyinvestmentcenter.com). Our Brochure is also available on our website [www.FamilyInvestmentCenter.com](http://www.FamilyInvestmentCenter.com), also free of charge.

Additional information about Family Investment Center is available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with Family Investment Center who are registered, or are required to be registered, as investment advisor representatives of Family Investment Center.

**ITEM 3 TABLE OF CONTENTS**

ITEM 1 COVER PAGE ..... 1

ITEM 2 MATERIAL CHANGES..... 1

ITEM 3 TABLE OF CONTENTS..... 2

ITEM 4 ADVISORY BUSINESS..... 3

ITEM 5 FEES AND COMPENSATION..... 4

ITEM 6 PERFORMANCE-BASED FEES AND SIDE-BY-SIDE-MANAGEMENT..... 5

ITEM 7 TYPES OF CLIENTS..... 5

ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS..... 5

ITEM 9 DISCIPLINARY INFORMATION..... 5

ITEM 10 OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS..... 6

ITEM 11 CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING ..... 6

ITEM 12 BROKERAGE PRACTICES..... 6

ITEM 13 REVIEW OF ACCOUNTS..... 7

ITEM 14 CLIENT REFERRALS AND OTHER COMPENSATION ..... 7

ITEM 15 CUSTODY..... 7

ITEM 16 INVESTMENT DISCRETION ..... 7

ITEM 17 VOTING CLIENT SECURITIES..... 8

ITEM 18 FINANCIAL INFORMATION ..... 8

## ITEM 4 ADVISORY BUSINESS

### Description of the Company:

Family Investment Center is an investment advisory firm registered with the United States Securities and Exchange Commission (SEC). The firm was founded by Dan Danford in 1998. The firm provides financial planning and investment management services.

### Firm Founder:

Before starting Family Investment Center in 1998, Dan Danford, CFP®, spent fifteen years in the trust and investment business, including investment management activities with three different regulated trust organizations. He was certified as a Certified Retirement Services Professional (CRSP) by the Institute of Certified Bankers in 1996. Danford passed the NASD Series 65 Exam in April 1998. He holds a Bachelor of Science degree in Business Administration (BSBA) degree from Missouri Western State University, and a Masters of Business Administration (MBA) from Northwest Missouri State University. He also holds a graduate certificate and Masters in Personal Finance from Kansas State University. He passed the CERTIFIED FINANCIAL PLANNER™ exam in March 2012.

### Organizational Structure and Ownership:

Family Investment Center, Inc. is a Missouri Corporation largely owned by the Danford family (and/or trusts controlled by the Danford family). Also, Elaine Coder and Laura Holthaus, employees of the corporation, each own less than 10% of outstanding shares.

### Services Offered:

Investment Management: As a Registered Investment Advisor, Family Investment Center manages investment portfolios for individuals, families, and organizations. The firm's investment advisor representatives give advice on (but do not necessarily recommend) all types of securities, ranging from government bonds to commodities. We do fundamental security analysis. Our main sources of financial information are financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, and company press releases. Our investment strategy is usually investing for the long-term, but occasionally for the short-term. On occasion, we may buy or sell securities that are recommended to clients. There is no conflict of interest as the securities are widely held and publicly traded. We limit discretionary authority by inhibiting Family Investment Center, Inc. from withdrawing funds and/or securities from client accounts. In addition, trading in accounts will be limited to general securities, mutual funds, or government securities. Finally, for managed accounts, you are free to select any broker you wish, although your decision to work with a particular broker may limit our ability to achieve best execution, negotiate commissions with other brokers on your behalf, and limit your participation in block trading.

Financial Planning: As part of a financial planning arrangement, services provided may include, but are not limited to: tax preparation, tax planning, insurance review, inventory of assets, analysis of financial goals, portfolio analysis, development of an asset allocation strategy, no-load mutual fund recommendations, retirement planning and estate plan reviews. Client will note that the term "comprehensive" indicates services are broad-based and integrate planning across multiple areas of their financial life. Advisor does not warrant that services are all-inclusive. There will likely be services in which Client will need to consult with outside professionals or vendors for expertise and services beyond the scope and expertise provided by Advisor.

*Initial Year:* Scheduled meeting topics are listed below. Advisor will schedule meetings to cover those topics relevant to you, such as:

- Tax preparation
- Budgeting and cash flow, to help you understand the difference between good and bad debt, make sure you have enough set aside for emergencies and special opportunities, and, if needed, help you gain control over your spending
- Tax planning, to identify the tax-saving approaches that apply to your situation
- Record-keeping, to help you understand what financial documents you need to keep, what you can get rid of and how to protect yourself from identity theft
- Retirement planning, to help you determine how much savings is needed, how to draw a retirement paycheck and how to get the most from your retirement years
- Goal setting, to help you clarify and communicate your goals and then help you measure your progress toward them
- Estate planning review, to evaluate with you the pertinent estate issues that impact your life and consider choices
- that you can then implement with your attorney
- Investment Planning, to inventory your assets, develop asset allocation strategies and recommend investments
- Small business planning, to help you establish goals for your small business.
- ~~Insurance analysis, to determine how much coverage you need, what risks you can afford to self-insure~~

- where you should buy your insurance, how much you should pay for it, and analyze employee benefits
- Education planning, to identify sources of education funding and evaluate methods of saving for future education costs

*Renewal Years* : Typical scheduled meetings:

- Tax planning & Tax preparation
- Investment review/update and Rebalancing of assets
- Financial planning and/or any financial services as requested or needed by client.

*Tax Preparation Agreement*: Tax preparation work is generally included in the annual agreement scope of work unless specifically excluded from the contract. Tax preparation work performed separately from an annual agreement is generally only available to dependents of Clients under the annual agreement or at the discretion of Advisor.

#### Insurance Products and Services:

Family Investment Center is not insurance-licensed and does not sell insurance products. However, we do offer advice on and manage certain insurance products (i.e., annuities). We offer all investment management and other financial services on a fee-only basis. Insurance products such as annuities present some unique challenges in this regard, however. Simply, relatively few insurance companies offer “no load” or “low load” options in the marketplace. While the number of suitable products is growing, diversity across policy types and insurance companies is limited. If you wish to implement our advice by purchasing securities or insurance products directly, you are free to use the broker or custodian of your choice. We can help you accomplish these transactions, but we will not be compensated by sales commissions or transaction fees.

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

All services are offered to available to all clients; however, we make recommendations on which services are implemented based on the individual needs of each client. Family Investment Center will implement strategies based on conversations with the client and written investment objectives, and will provide ongoing review of performance, investments, and portfolio managers. We will make changes in the investment mix as necessary. It remains the client’s responsibility to tell the advisor if there are any changes in the client’s financial situation, investment objective, or if the client wishes to impose or modify restrictions on the management of the account. Additionally, the client is responsible for implementing investment recommendations in accounts for which Family Investment Center is not the advisor.

#### **Wrap Fee Programs:**

Family Investment Center does not participate in wrap fee programs.

#### **Assets Under Management as of February 28, 2018:**

Discretionary:	\$ 180,946,705
Non-Discretionary:	\$8,731,942
<b>Total:</b>	<b>\$ 189,678,647</b>

#### **ITEM 5 FEES AND COMPENSATION**

As an *investment advisor*, we will manage your account for a percentage of the assets under management. The firm is commission-free. The annual fee will be up to 1 and ½ percent (1.5%), depending on the size and complexity of your accounts. In certain circumstances, Family Investment Center may deviate from this schedule to accommodate unusual circumstances or service needs. Such deviations shall be made in writing and agreed upon by all parties. The fee is paid quarterly, at the start of each quarter, taken directly from the account unless client chooses to self-pay or unless other arrangements are agreed to. If you cancel, any pre-paid fees will be refunded to you on a pro-rated basis, if the refund exceeds ten dollars. We may agree to serve under a flat retainer fee in some circumstances.

Mutual fund companies also earn fees for offering and managing mutual fund portfolios. Your accounts will pay this indirect fee to them if mutual funds are part of your portfolio(s) as explained under item 12-Brokerage Practices.

If you wish to implement our advice by purchasing securities or insurance products directly, you are free to use the broker or custodian of your choice. We can help you accomplish these transactions, but we will not be compensated by sales commissions or transaction fees.

As a *financial planner*, we may charge fees on an annual basis, hourly basis, or other period mutually agreed upon. The annual fee is based on the client’s income, types of income, income tax complexity, and net worth. The annual amount is recalculated when the engagement is renewed, typically annually. The first year’s annual fee ranges from \$2,000 to \$30,000. Renewal year fees range from \$600 to \$12,000. Fees are payable monthly, quarterly, or semi-annually in advance. The agreement may be terminated by either the advisor or the client with 30 days written notice. Any unearned financial planning fees will be refunded on a pro rata basis.

An annual agreement 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 two to 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.

## ITEM 6 PERFORMANCE-BASED FEES AND SIDE-BY-SIDE-MANAGEMENT

Family Investment Center does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## ITEM 7 TYPES OF CLIENTS

Family Investment Center provides management services to individuals, pension and profit-sharing plans, charitable organizations, and businesses.

## ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

Family Investment Center employs Morningstar® Advisor Workstation<sup>SM</sup> analysis software. This robust professional program includes monthly performance and other critical information on mutual funds, common stocks, ETFs, and dozens of investment indices for comparison. This allows us to understand clients investment types, sectors, quality, and fee structure before making recommendations about their individual circumstances. Long-term stock portfolios perform best when they are diversified among large-, mid-, and small-sized companies. With bonds, longer maturities generate higher income, but also price fluctuations. A quality long-term portfolio holds a variety of stocks and bonds. Account management is primarily guided by the client's Investment Objective, but considerations such as the client's tax situation are also taken into account.

### Investment Objectives include:

- **CASH:** A portfolio chosen primarily to provide immediate liquid assets. The specific strategy may feature a single money market fund or combination of funds from various managers or fund families and may include limited amounts of individual stocks and/or bonds.
- **INCOME:** An investment portfolio with income objectives is characterized by substantial risk aversion. Minimizing volatility is a clear priority over growth. An income portfolio may be appropriate for persons with a relatively short time horizon (under 5 years), with a need for more predictable income or, notwithstanding a longer time horizon, with a high sensitivity to short-term volatility. Over time portfolios with an income objective can be expected to produce low average total returns on investment but have relatively low volatility. Investors with an income objective are willing to sacrifice substantial return potential for long-term capital preservation.
- **BALANCED INCOME:** Portfolios with a balanced income objective are characterized as having dual goals. Balanced income portfolios typically exhibit some growth of capital while simultaneously dampening volatility through investments in income producing assets. Holders of balanced income portfolios will generally have an intermediate time horizon of 5 to 10 years. They are willing to forego significant return potential in order to achieve more predictable income and total returns on investment.
- **BALANCED:** Portfolios with a balanced objective are characterized as having dual goals. Balanced portfolios typically exhibit moderate growth of capital while simultaneously dampening volatility through investments in income producing assets. Holders of balanced portfolios will generally have an intermediate time horizon of 5 to 10 years. They are willing to forego return potential in order to achieve more predictable income and total returns on investment.
- **BALANCED GROWTH:** Portfolios with a balanced growth objective are characterized as having dual goals. Balanced growth portfolios typically exhibit growth of capital while simultaneously dampening volatility through investments in income producing assets. Holders of balanced growth portfolios will generally have a time horizon of 5 to 15 years. They are willing to forego some return potential in order to achieve more predictable income and total returns on investment.
- **GROWTH:** Investment portfolios with a growth objective involve a fair degree of risk in order to achieve higher long-term total returns on investment. Appreciation of capital is a clear priority over minimizing portfolio volatility. Investors with a growth objective understand, and are comfortable with, the fact that short-term volatility is a price to be paid for higher long-term returns. Investors who choose growth as an objective generally have a long-term time horizon, e.g. 10 years or more, and/or they wish to take advantage of the higher returns potentially offered by more volatile asset classes.
- **AGGRESSIVE GROWTH:** An Aggressive Growth portfolio provides the highest reasonable long-term total returns on investment and, at the same time, the greatest short-term capital risk. Aggressive Growth investors are aware of, and comfortable with, the significant risk volatility that high-return asset classes may produce over the short run. Most investors in Aggressive Growth portfolios have a time horizon in excess of 10 years. Long-term growth is clearly their highest priority and short-term volatility is viewed as being a price to be paid for the high potential growth.

Any portfolio holding stocks or bonds (or mutual funds holding stocks or bonds) will fluctuate in value as economic conditions change. Further, a variety of factors – including some non-economic conditions or events -- may impact investment returns from any diversified portfolio of stocks, bonds, and mutual funds.

## ITEM 9 DISCIPLINARY INFORMATION

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Family Investment Center has no information applicable to this item.

## **ITEM 10 OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Dan Danford, CFP®, is a shareholder of National Advisors Holdings, Inc. (“NAH”), a Delaware corporation organized in August of 1998. He owns a minority interest, in the aggregate, of outstanding stock of NAH. NAH holds a trust charter through the Office of Thrift Supervision (“OTS”) to operate National Advisors Trust Company, Overland Park, KS. National Advisors Trust Company provides trust services to clients of investment advisory firms, such as Family Investment Center, throughout the United States. National Advisors Trust Company received OTS approval to open for business in October 2001.

## **ITEM 11 CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

Family Investment Center first adopted a Code of Ethics effective January 31, 2005 for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Family Investment Center must acknowledge the terms of the Code of Ethics annually, or as amended.

We anticipate that, in appropriate circumstances, consistent with clients’ investment objectives, it will cause accounts over which we have management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which we, its affiliates and/or clients, directly or indirectly, have a position of interest. Family Investment Center’s employees and persons associated with us are required to follow the Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of Family Investment Center and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for our clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Family Investment Center will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of our clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Family Investment Center and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with our obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. We will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

Family Investment Center clients or prospective clients may request a copy of the firm's Code of Ethics by contacting our office.

It is Family Investment Center’s policy that the firm will not affect any principal or agency cross securities transactions for client accounts. We will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an advisor, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment advisor in relation to a transaction in which the investment advisor, or any person controlled by or under common control with the investment advisor, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an advisor is dually registered as a broker-dealer or has an affiliated broker-dealer.

Family Investment Center does not act as principal, agent, or broker-dealer in securities transactions.

## **ITEM 12 BROKERAGE PRACTICES**

Family Investment Center may recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co. Inc. (Schwab), a registered broker-dealer, member SIPC, to maintain custody of the clients’ assets and to effect trades for their accounts. Family Investment Center is independently owned and operated and not affiliated with Schwab. Schwab provides Family Investment Center with access to institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the advisor’s clients’ assets is maintained in accounts at Schwab Institutional and *is not otherwise contingent upon Advisor committing to Schwab any specific amount of business* (assets in custody or trading). Schwab’s services include brokerage, custody, research and access to mutual funds, and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For Family Investment Center clients’ accounts maintained in custody, Schwab generally does not charge separately for custody but is compensated by account holders through commissions or other transaction-related fees for securities

trades that are executed through Schwab or that settle into Schwab accounts.

Schwab also makes available to Family Investment Center other products and services that benefit Family Investment Center but may not benefit its clients' accounts. Some of these products and services assist Family Investment Center in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of Family Investment Center's fees from its clients' accounts; and assist with back-office functions, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of Family Investment Center's accounts, including accounts not maintained at Schwab Institutional. Schwab Institutional also makes available to Family Investment Center other services intended to help Family Investment Center manage and further develop its business enterprise. These services may include consulting, publications, and conferences on practice management, information technology, business succession, regulatory compliance and marketing. In addition, Schwab may make available, arrange and/or pay for these types of services rendered to Family Investment Center by independent third parties. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third party providing these services to Family Investment Center. While as a fiduciary, Family Investment Center endeavors to act in its clients' best interests, and Family Investment Center's recommendation that clients maintain their assets in accounts at Schwab may be based in part on the benefit to Family Investment Center of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.

Advisor may also utilize other broker/dealers to execute certain transactions when such broker/dealers provide demonstrably superior research and/or strategies. For example, Family Investment Center sometimes utilizes Peachtree Capital (AKA PeachCap) of Atlanta, GA for fixed-income trades and consultative assistance when managing portfolios. PeachCap works with certain RIAs and provides Advisors with fixed-income strategies in addition to proprietary research on closed-end funds, ETFs, preferred stocks, and other sub-asset classes. Advisor believes that although its clients may sometimes pay more to execute closed-end or other exchange trades through PeachCap rather than through the custodian, clients benefit through PeachCap fixed-income research and strategies. Additionally, as evidenced by the best execution report provided by PeachCap, Advisor believes that PeachCap can bring potential pricing advantages when trading individual bonds. Advisor will monitor and/or negotiate competitive commission schedules with any outside broker/dealer utilized for client trades.

#### **ITEM 13 REVIEW OF ACCOUNTS**

Family Investment Center reviews managed accounts daily, financial planning accounts annually, and accounts at other money managers when we receive their statements – usually quarterly. Clients get statements from their broker/dealers, mutual funds, or other money managers, as appropriate.

#### **ITEM 14 CLIENT REFERRALS AND OTHER COMPENSATION**

Family Investment Center does not compensate any person or party for client referrals. We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors that have their clients maintain accounts at Schwab. These products and services, how they benefit us, and the related conflicts of interest are described above (see Brokerage Practices). The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

#### **ITEM 15 CUSTODY**

Family Investment Center is deemed to have custody of client cash bank accounts and securities. Custody is disclosed in Form ADV because Family Investment Center has authority to transfer money from client account(s), which constitutes a standing letter or authorization (SLOA). Accordingly, Family Investment Center will follow the safeguards specified by the SEC rather than undergo an annual audit. Clients receive monthly or at least annual statements from their qualified custodian that hold and maintain client's investment assets. We urge you to carefully review such statement and compare such official custodial records to the account statement that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

#### **ITEM 16 INVESTMENT DISCRETION**

Family Investment Center usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, we observe the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, our authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to us in writing.

**ITEM 17 VOTING CLIENT SECURITIES**

As a matter of firm policy and practice, Family Investment Center does not have any authority to and does not vote proxies on behalf of advisory clients, unless mandated (i.e. certain ERISA plans). Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. We may provide advice to clients regarding the clients' voting of proxies.

**ITEM 18 FINANCIAL INFORMATION**

Registered investment advisors 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 have not been the subject of a bankruptcy proceeding.





3805 Beck Road  
P.O. Box 8807  
St. Joseph, MO 64508

11253 Strang Line Road  
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October 11, 2018

**Brochure Supplement (Part 2B of Form ADV)**

This brochure supplement includes information about certain advisory personnel on whom clients will be relying for investment advice. Information is provided for each supervised person who formulates investment advice for clients and has direct client contact; or makes discretionary investment decisions for clients' assets.

## **Dan Danford, CFP®, Founder and Chief Executive Officer. CRD: 3067053 (b. 1956)**

### Educational Background and Business Experience:

Dan began as a bank trust officer in 1984 and has advised clients on how to preserve and manage wealth since then. He established Family Investment Center in 1998, a commission-free Registered Investment Advisor. He passed the CERTIFIED FINANCIAL PLANNER™ exam in March 2012. He has written two investment books and is featured in a number of national newspapers and magazines, including the *Wall Street Journal*, *Kiplinger's*, the *New York Times*, the *Chicago Tribune*, *BusinessWeek Online*, *MSN Money*, and *The Kansas City Star*. He's also an industry consultant, where his comments or work have been published in *Research*, *Investment Advisor*, *Financial Planning*, *the Advisor*, *Trust & Estates*, and *MorningstarAdvisor Online*. He is a recognized authority on the Missouri and Kansas Uniform Prudent Investor Act statutes. He is a frequent speaker on these and other financial topics.

### Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Dan has no information applicable to this item.

### Other Business Activities:

Dan has no other business activities to report.

### Additional Compensation:

Dan has no additional compensation to report.

### Supervision:

All personnel see all client transactions daily and trade activity is approved by at least two investment advisor representatives. All advisory personnel are supervised by the Chief Executive Officer. The current Chief Executive Officer is Dan Danford, who may be contacted by email at [ddanford@familyinvestmentcenter.com](mailto:ddanford@familyinvestmentcenter.com) or by phone at (816) 233-4100.

## **Richard C. Salmen, CFP®, CFA, EA, President. CRD: 2230266 (b. 1963)**

### Educational Background and Business Experience:

Richard joined Family Investment Center as President in October 2017. He is a CERTIFIED FINANCIAL PLANNER™ (CFP®) professional, a Certified Trust and Financial Advisor (CTFA), and a Chartered Financial Analyst (CFA®). As an Enrolled Agent (EA), he is authorized to represent taxpayers before the Internal Revenue Service at all levels. In 1988, Richard graduated summa cum laude with a Bachelor of Science in Business Management from the University of Nebraska at Kearney (and was selected as the school's 2014-15 Executive-in-Residence) and was a graduate business scholar while receiving his Master of Business Administration (MBA) degree from the University of Kansas in 1993. In 2006, Richard became a member of the national board of directors for the Financial Planning Association (FPA) based in Denver, Colorado, ultimately serving as President in 2009. In 2010, he served as FPA's national Chairman. In 2014, he was elected to serve on the Board of Directors for CFP Board from 2015 through 2018, for which he was elected to serve as Chair-Elect in 2017 and Chair in 2018. In 2011, Richard co-chaired the international People-to-People tour of financial planners to China and chaired a similar trip to India in 2013. Additionally, Richard was recognized as a recipient of the 2016 Heart of Financial Planning award, which recognizes professionals, financial planning firms, and organizations that engage in extraordinary work, contributing and giving back to the planning community and public through financial planning.

### Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Richard has no information applicable to this item.

### Other Business Activities:

Richard is also employed by RA Pilot Services (not investment-related).

### Additional Compensation:

Outside of Family Investment Center compensation, Richard receives additional compensation from his involvement at RA Pilot Services.

### Supervision:

All personnel see all client transactions daily and trade activity is approved by at least two investment advisor representatives. All advisory personnel are supervised by the Chief Executive Officer. The current Chief Executive Officer is Dan Danford, who may be contacted by email at [ddanford@familyinvestmentcenter.com](mailto:ddanford@familyinvestmentcenter.com) or by phone at (816) 233-4100.

**Elaine Coder, Investment Advisor and Director of Client Services. CRD: 5312955 (b. 1956)**

Educational Background and Business Experience:

Elaine joined Family Investment Center in March 2005, and became an investment adviser after passing the NASD Series 65 Uniform Investment Adviser Law Examination in October 2009. She graduated from Platt Business College and took a variety of business and banking courses at Missouri Western State University. She spent 14 years with American National/Mercantile banks, and as Retail Operations Officer for US Bank. She was Office Manager for Lipira Pharmacy, a Long Term Care Pharmacy, for 12 years. Elaine is an active member of Wyatt Park Baptist Church, serves on the United Way of Greater St. Joseph and Junior Achievement Board of Directors, and is active in a number of community and professional organizations, including the United Way of Greater St. Joseph, St. Joseph Chamber of Commerce, and Junior Achievement.

Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Elaine has no information applicable to this item.

Other Business Activities:

Elaine has no other business activities to report.

Additional Compensation:

Elaine has no additional compensation to report.

Supervision:

All personnel see all client transactions daily and trade activity is approved by at least two investment advisor representatives. All advisory personnel are supervised by the Chief Executive Officer. The current Chief Executive Officer is Dan Danford, who may be contacted by email at [ddanford@familyinvestmentcenter.com](mailto:ddanford@familyinvestmentcenter.com) or by phone at (816) 233-4100.

**Laura Holthaus, CFP®, Investment Advisor and Chief Compliance Officer. CRD: 5798031 (b. 1985)**

Educational Background and Business Experience:

Laura joined Family Investment Center in October of 2008 and became an investment advisor after passing the NASD Series 65 Uniform Investment Adviser Law Examination in June 2010. She received Bachelor of Science degrees in Business Administration and Economics from Missouri Western State University in December of 2007. In May of 2012, she earned a graduate certificate in Personal Financial Planning and in December of 2014, she earned an Applied Master of Science in Personal Financial Planning, both from the University of Missouri in Columbia. In 2017, she became a CERTIFIED FINANCIAL PLANNER™ (CFP®) professional and became a member of both the National Association of Personal Financial Advisors (NAPFA) and the Financial Planning Association. From 2001 until October 2008, she served as a medical secretary at St. Joseph Oncology. During her education at Missouri Western, she was a member of Omicron Delta Epsilon, the Economics Club, and received the Outstanding Management Graduate award for the Department of Business in 2007. Laura is involved in activities at Wyatt Park Christian Church, volunteers for the United Way of Greater St. Joseph, and teaches Junior Achievement.

Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Laura has no information applicable to this item.

Other Business Activities:

Laura has no other business activities to report.

Additional Compensation:

Laura has no additional compensation to report.

Supervision:

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## **Chris Stiens, Investment Advisor. CRD: 6047724 (b. 1975)**

### Educational Background and Business Experience:

Chris joined Family Investment Center in November of 2012 as an investment advisor representative after passing the FINRA Series 66 Uniform Combined State Law Examinations. He has always taken great interest in the financial markets and feels passionate about helping others achieve their financial goals. He received a Bachelor of Science degree in Wildlife Ecology and Conservation from Northwest Missouri State University in May of 1997 and began his career in the environmental public health and environmental consulting professions. Chris has operated his own environmental testing company, Advanced Aquatics, since 2004.

### Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Chris has no information applicable to this item.

### Other Business Activities:

Chris has operated his own environmental testing company, Advanced Aquatics, since 2004, but has no outside business activities in the financial industry.

### Additional Compensation:

Outside of Family Investment Center compensation, Chris receives additional compensation from his involvement at Advanced Aquatics.

### Supervision:

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## **Nathan Goodman, CFP®, Financial Planner. CRD: 5651502 (b. 1987)**

### Educational Background and Business Experience:

Nathan ("Nate") joined Family Investment Center's financial planning team in January 2018. He received a Bachelor of Science degree in Business Administration from Kansas State University in May of 2009. After graduating, Nate attained his FINRA Series 7 & 66 securities registrations as well as his KS & MO Life, Health, and Disability Insurance license and began working for an independent Registered Investment Advisor firm in Leawood, KS. In June 2011, Nate joined GTrust Financial Partners where he had formerly completed a summer internship in 2008 while he was completing his undergraduate degree. Soon after joining GTrust, Nate became a Registered Tax Return Preparer and also successfully completed the School of Trust and Financial Services. He has also enjoyed being a member of the Financial Planning Association since 2011. In 2014, he became a CERTIFIED FINANCIAL PLANNER™ (CFP®) professional.

### Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Chris has no information applicable to this item.

### Other Business Activities:

Nate owns a Residential Rental Property. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Family Investment Center always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any representative of Family Investment Center in such individual's outside capacities.

### Additional Compensation:

Nate has no additional compensation to report.

### Supervision:

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## **Christine Danford, Director of Community Relations. CRD: 7022910 (b. 1957)**

### Educational Background and Business Experience:

Christine ("Chris") joined Family Investment Center in 2011 as Director of Community Relations. She passed the Series 65 Uniform Investment Adviser Law Examination in September 2018. Danford spent 29 years as a teacher, special education teacher, and counselor in the St. Joseph and Park Hill School Districts and Bishop LeBlond High School. After retiring from Park Hill School District in 2011, Danford was an adjunct teacher at Northwest Missouri State University. She was elected to the St. Joseph School District Board of Education and served from 2012 to 2017. Chris has been active in many community organizations including CASA, InterServ, United Way, the Center and the Buchanan County Extension Council. She was the Missouri High School Counselor of the Year in 2009 and has been recognized as a Distinguished Alumni at Missouri Western State University. She graduated from Missouri Western State University in 1978 and earned a Master of Science in Guidance and Counseling from Northwest Missouri State University in 1990.

### Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Chris has no information applicable to this item.

### Other Business Activities:

Chris has no other business activities to report.

### Additional Compensation:

Chris has no additional compensation to report.

### Supervision:

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## **Taren McMurray, Financial Planner. CRD: 7030055 (b. 1982)**

### Educational Background and Business Experience:

Taren joined Family Investment Center in January of 2018. Taren moved from her small town in southeast Kansas to the Kansas City area in 2001 to attend MidAmerica Nazarene University, where she received her BA in Accounting in 2006. She has 2 years of experience in trust administration and 10 years in financial planning. She completed training at the School of Banking's School of Trust & Financial Services in 2007, received her Enrolled Agent Certificate of Enrollment in 2010, and passed the NASD Series 65 Uniform Investment Adviser Law Examination in October of 2018. She has been an active member of the Greater Kansas City Financial Planning Association since 2007 and the National Association of Enrolled Agents since 2011.

### Disciplinary Information:

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Family Investment Center or the integrity of Family Investment Center's management. Taren has no information applicable to this item.

### Other Business Activities:

Taren has no other business activities to report.

### Additional Compensation:

Taren has no additional compensation to report.

### Supervision:

All personnel see all client transactions daily and trade activity is approved by at least two investment advisor representatives. All advisory personnel are supervised by the Chief Executive Officer. The current Chief Executive Officer is Dan Danford, who may be contacted by email at [ddanford@familyinvestmentcenter.com](mailto:ddanford@familyinvestmentcenter.com) or by phone at (816) 233-4100.