

Part 2A of Form ADV: Firm Brochure

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This brochure provides information about the qualifications and business practices of Rachor Investment Advisory Services, LLC ("Rachor"). If you have any questions about the contents of this brochure, please contact us at 810-732-7777 or helpme@rias.net. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Rachor Investment Advisory Services, LLC also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 105495.

ITEM 2: MATERIAL CHANGES

Under the Amendments to the Form ADV we may provide you with this summary of Material Changes detailing any material changes that we made to our Brochure. We will ensure that you receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our business' fiscal year.

Additional Information

To request a copy of our Brochure, please contact us at 810-732-7777 or helpme@rias.net.

Additional information about Rachor Investment Advisory Services, LLC also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 105495. The SEC's web site also provides information about any persons affiliated with us who are registered, or are required to be registered, as one of our investment adviser representatives of us.

ITEM 3: TABLE OF CONTENTS

COVER PAGE i

ITEM 2: MATERIAL CHANGES ii

ITEM 3: TABLE OF CONTENTS iii

ITEM 4: ADVISORY BUSINESS 1

ITEM 5: FEES AND COMPENSATION 2

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

ITEM 7: TYPES OF CLIENTS 6

ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS 6

ITEM 9: DISCIPLINARY INFORMATION 11

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS 11

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

ITEM 12: BROKERAGE PRACTICES 12

ITEM 13: REVIEW OF ACCOUNTS 14

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION 14

ITEM 15: CUSTODY 14

ITEM 16: INVESTMENT DISCRETION 15

ITEM 17: VOTING CLIENT SECURITIES 16

ITEM 18: FINANCIAL INFORMATION 16

ITEM 4: ADVISORY BUSINESS

Rachor Investment Advisory Services, LLC (referred to in this Brochure as "Rachor," "us," "we," or "our") is a federally registered investment adviser located in Flint, Michigan. Rachor through its predecessors began conducting business in 1984. We are currently wholly owned by RIAS Holding Company Incorporated; whose sole shareholder is Tod G. Fisher

Our Advisory Services

Rachor offers personalized discretionary and nondiscretionary investment advisory services to clients based on the client's individual investment goals, financial objectives and risk tolerance. As explained in more detail below, our Diversified Strategy is offered on a discretionary basis while the Concentrated Strategy is offered on a nondiscretionary basis through third party private money managers.

We meet with each client before any assets are invested to develop, with the client, the asset allocation referred to as the investment style, for each of the client's account(s). We also educate our clients with regard to the long-term nature of the Diversified and Concentrated Strategies (the "Strategies"). After consultation with our client, the assets are invested in accordance with the agreed upon investment style. Client requests for restrictions on investing in certain securities or types of securities will be considered on a case-by-case basis, although it is anticipated that such restrictions would inhibit Rachor's ability to implement either Strategy.

We act under the general fiduciary standard of care applicable to a registered investment adviser. In doing so, we will act with the same care, prudence, and diligence under the circumstances then prevailing that a prudent person acting in a like capacity and familiar with such matters would use in the conduct of an enterprise of like character and with like aims and will otherwise comply with the duties imposed upon a fiduciary under applicable laws.

Diversified Strategy

- Our investment advisory service includes ongoing supervisory and management services of the client assets and trading securities, primarily mutual funds and exchange traded funds ("ETFs") on a discretionary basis, which means that we determine the securities to buy and sell for the client's account without obtaining specific consent prior to each transaction.

Concentrated Strategy offered through Private Money Managers

- For certain clients, the investment advisory services include conducting due diligence upon and recommending, on a non-discretionary basis, third-party managers to manage parts of such clients' portfolios. Such Private Money Managers are typically dually registered as investment advisers and broker-dealers.

Advisory Services for Qualified Plans

- We also provide investment advisory services to qualified retirement plans which are subject to the Employee Retirement Income Security Act of 1974, as amended (“ERISA”). As part of our services to qualified plans, we may act as a fiduciary as defined in Sections 3(21)(A) and 3(38) of ERISA. If we act as a 3(38) investment manager, the plan fiduciary gives us discretionary authority to manage the plan’s assets. This means that the plan fiduciary shifts its fiduciary responsibility to us for the selection of the plan’s investments. If the client engages us as a 3(21) advisor, we will make recommendations, but it is ultimately up to the plan fiduciary to decide whether and how to act. As a 3(21) advisor, we will not have discretion to invest and reinvest plan assets without the plan fiduciary’s prior consent. Thus, as a 3(21) advisor, we will share responsibility for the selection of investments. Rachor recommends and/or utilizes no load institutional mutual funds to construct the core investment menu.
- Rachor also meets with plan participants, (i) in a group setting for an annual education presentation to discuss investment risks, returns, and portfolio allocation and/or (ii) individually with regard to financial planning matters.

Assets Under Management

As of 12/31/2020, we managed \$191,853,983 in client assets on a discretionary basis and \$2,630,213 in client assets on a non-discretionary basis. In addition, we have \$327,519,453 client assets under advisement.

ITEM 5: FEES AND COMPENSATION

Diversified and Concentrated Strategy Fees

Rachor establishes the specific manner in which we charge our fees in the written investment advisory agreement signed with us prior to beginning our relationship with the client. Rachor standard fee schedule for assets invested in the Diversified and Concentrated Strategies is as follows:

<u>Assets Under Management</u>	<u>Quarterly Charge</u>	<u>Total Annual Charge</u>
On the first \$2,500,000	0.2500%	1.0000%
On the next \$2,500,000	0.1250%	0.5000%
On the next \$2,500,000	0.0625%	0.2500%
On the next \$2,500,000	0.0313%	0.1250%
On the next \$2,500,000	0.0156%	0.0625%
On the next \$2,500,000	0.0078%	0.0313%
On the next \$2,500,000	0.0039%	0.0157%
On the next \$2,500,000	0.0020%	0.0079%
On the next \$2,500,000 and greater	0.0010%	0.0040%

- Our charges are billed, in advance, at the beginning of each calendar quarter based upon the value of the client's account at the end of the previous quarter. If the investment advisory agreement is executed at any time other than the first day of a calendar quarter, our fees will apply on a pro rata basis. Such pro-rata adjustments are not made when a client adds or withdraws assets to/from their account.
- Clients authorize Rachor in the investment advisory agreement to bill our fees to the custodian of his or her account and grants the custodian permission to directly debit our fees from the account.
- Rachor will provide notice for management charges to each client, the notice will be in the form of an invoice. The information is provided to the custodian and the client at the same time. If the client provides us such authorization, the client will receive periodic statements from the custodian showing each fee deduction from his or her account.

Advisory Services for Qualified Plans

- Rachor charges as a flat annual fee of 0.75% (quarterly 0.1875%), payable quarterly, in advance, based on asset values reported by the custodian as of the end of the prior billing period (without adjustment for anticipated withdrawals by plan participants or other anticipated or scheduled transfers or distributions of assets), which will be due the following business day. These fees are typically deducted from the accounts of the underlying plan participants.
- In the event that a Plan Participant also hires Rachor to provide investment advisory services in relation to non-Retirement Plan assets, Rachor will take their Retirement Plan assets into account when determining advisory fee break points.

Additional Information

We retain the discretion to negotiate alternative fees on a client-by-client basis. The specific annual fee schedule is identified in the investment advisory agreement between Rachor and each client. We may change our fees at any time and we always have the right to amend our fees to be lower than the fees set forth above. Any changes will become effective after we provide the client with 30 days' prior written notice, unless the client terminates our agreement.

A client agreement may be canceled at any time, by either party, for any reason upon receipt of written notice. Upon termination any prepaid, unearned charges will be promptly refunded. Rachor will refund the client a pro-rata portion of the charges, calculated to the date of termination. With the exception of any advisory fees due and owing upon termination, Rachor will not be entitled to any additional termination charge or termination fee. Termination of our agreement shall not affect liabilities or obligations

incurred or arising from transactions initiated under our agreement prior to the termination date, such as the purchase of investments by us for the client's account. After the termination date, Rachor will have no further duties or obligations to the client under our agreement.

Additional Fees and Expenses

In addition to Rachor's investment advisory fees, clients invested in the Diversified and Concentrated Strategies will incur the following additional costs of third-party professionals engaged to assist Rachor in helping the client achieve their investment objectives. These services may include accounting, legal, tax or actuarial services.

Diversified Strategy Fees

- Mutual funds and ETFs we may use, in connection with assets invested in the Diversified Strategy, typically charge their shareholders various advisory fees and expenses associated with the establishment and operation of the funds. These fees will generally include a management fee, shareholder servicing, other fund expenses, and sometimes a distribution fee. Consequently, for any type of fund investment, it is important for you to understand that you are directly and indirectly paying two levels of advisory fees and expenses: one level of fees to the fund and one level of advisory fees to us. Most mutual funds may be purchased directly, without using our services and without incurring our advisory fees.
- When Rachor utilizes mutual funds to implement the Diversified Strategies, the funds are generally no load institutional funds managed by Dimensional Fund Advisors ("DFA"). When selecting a fund, we will consider a variety of factors including its expense ratio and other factors that may vary depending on the client, as described under "Item 8: Methods of Analysis, Investment Strategies and Risk of Loss."
- Generally speaking, clients may purchase many mutual funds directly, without using our services and without incurring our advisory fees. However, DFA only offers its services through certain investment advisers, including Rachor. DFA has specialized limited distribution and may not be transferable to other custodians which may result in recognition of taxable income should the client sell his or her DFA Funds.
- While clients could invest in other mutual funds directly, without our services, in such cases, a client would not receive the services provided by our firm which are designed, among other things to assist the client in determining which mutual fund or funds are most appropriate to the client's financial condition and objectives.

- For brokerage commissions for certain trades made pursuant to the Diversified Strategy please refer to "Item 12: Brokerage Practices" of this Form ADV for additional information.

Concentrated Strategy offered through Private Money Managers Fees

- For assets invested in accordance with the Concentrated Strategy, the fees of the Private Money Managers recommended by Rachor, together with any custodian, brokerage and other expenses such as an "activity assessment fee" incurred in connection with their services are more fully described in the Part 2A of each Private Money Managers' Form ADV which the client receives before or at the time the Private Money Manager is engaged by the client.
- If a non-retirement account is invested in the Concentrated Strategy, the Private Money Manager will typically charge the client a commission based fee, which is charged on each transaction entered into which is taken out of the client's account at the time of the trade. Such commissions are approximately range from 1.5% to 2% of the trade value per transaction. Non-retirement accounts also pay the broker a transaction fee on a sliding scale of up to five cents per share.
- Historically, the turnover in the accounts managed by the Private Money Managers has been high and the annual commissions charged by such Private Money Managers has typically ranged from 3% to 6% (sometimes significantly higher) of the average account balance. Further, to the extent a Private Money Manager uses leverage or sells securities short, clients will pay interest on margin loan balances, while interest will not be paid on cash balances maintained in escrow to repurchase short position securities. Both the commissions charged, and the turnover of the portfolios managed by Private Money Managers are expected to continue to be high.
- If a retirement account is invested in the Concentrated Strategy, the Private Money Manager will typically charge a fee based on a percentage of assets under management. The charges, which range from 2.25% to 3% annually, are billed and taken out of the client's account on a monthly basis.

Advisory Services for Qualified Plans

- In addition to Rachor's fees, retirement plans are also required to pay any custodian, brokerage, third party administration, and other expenses incurred in connection with their services.

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

Rachor Investment Advisory Services, LLC does not charge performance-based fees.

ITEM 7: TYPES OF CLIENTS

Rachor Investment Advisory Services, LLC offers advisory services to the following types of clients:

- High net worth individuals, Individuals (other than high net worth individuals), and Trusts
- Qualified Retirement Plans (i.e., 401(k), pension, etc.)
- Charitable organizations
- Corporations or other businesses not listed above

Minimum Account Requirements

We do not require a minimum account size. However, some Private Money Managers and some mutual funds may have a minimum or maximum account or investment size. The recommended, but not required, minimum per client combined accounts size is \$100,000. With some exceptions, Rachor recommends that a client invests a minimum of \$50,000 when opening accounts to be managed by Private Money Managers.

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

The investment advisory services include: (1) making asset allocation recommendations and placing trades, on a discretionary basis, to implement such recommendations as part of a Diversified Strategy; and (2) for certain clients, conducting due diligence upon and recommending Private Money Managers to manage parts of such clients' portfolios as part of a Concentrated Strategy.

Methods of Analysis

When managing Rachor's Diversified Strategy, we utilize Dimensional Fund Advisors (DFA) academic research to determine when asset attributions for certain mutual funds and/or ETFs should be over weighted such as:

- Equity exposure versus fixed income exposure
- International equity exposure versus domestic equity exposure
- Small cap equity exposure versus large cap equity exposure
- Value equity exposure versus growth equity exposure

- Real estate exposure
- Profitability and momentum within equity exposures

Rachor also considers the effects of transaction costs associated with trading specific investment products and we work to reduce the effects of these costs on a portfolio's performance. When selecting between mutual funds and ETFs, Rachor considers the market value of the account to determine if the trading costs would have an adverse effect on the account's performance.

- For accounts with a total market value over \$200,000, Rachor generally uses our DFA Core model portfolios consisting of diversified DFA mutual funds.
- For accounts valued between \$80,000 and \$200,000, Rachor generally uses DFA's "fund of fund" mutual fund options in lieu of holding four or five DFA Core mutual funds. The "fund of fund" option allows Rachor to hold fewer positions in these "medium sized" accounts which addresses the concern for commissions potentially exceeding the benefits of diversification.
- For accounts valued less than \$80,000, Rachor will generally utilize one or two ETFs in lieu of the DFA mutual fund options. The ability to trade ETFs commission-free addresses the concern for commissions potentially exceeding the benefits of diversification.
- For accounts with regular or recurring deposits, Rachor generally invests the deposit into ETFs, regardless of the overall account size. The ability to purchase ETFs commission-free allows more of the deposit to be invested. For accounts over \$80,000 the ETFs will be considered for rebalancing into DFA mutual funds as part of the normal quarterly rebalancing process.

Investment Strategies

Diversified Strategy and Advisory Services for Qualified Plans

- In the case of the Diversified Strategy, Rachor's advice is based on an analysis of past performance and risk factors for various equity and fixed income asset classes, and an understanding of each client's short-term, mid-term, and long-term expected withdrawal rate. Rachor generally recommends using a "less aggressive" asset class for portions of a client's short-term and mid-term expected withdrawal rates. Each client's own level of comfort with equity asset classes may also affect Rachor's recommendations.

Concentrated Strategy offered through Private Money Managers

- In the case of the Concentrated Strategy, Rachor's advice is based on an analysis of Private Money Managers' past performance, risk factors, the lack of commonly held positions between Private Money Managers, the number of

positions held over time in managed portfolios, and (when applicable) the amount of leverage historically employed.

Risk of Loss

All investing involves a risk of loss that clients should be prepared to bear. The price of a security (e.g., mutual funds and ETFs) may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions have the ability to trigger market events. Obtaining higher rates of return on investments typically entails accepting higher levels of risk. We work with you to attempt to identify the balance of risks and rewards that is appropriate and comfortable for you. However, it is still your responsibility to ask questions if you do not fully understand the risks associated with any investment or investment strategy.

Diversified Strategy and Advisory Services for Qualified Plans

- In the case of the Diversified Strategy and Qualified Plans, securities are purchased with the idea of holding them in a client's account for a year or longer. A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, the values of securities may decline sharply in value before any decision to sell (if at all) is made.
- International securities: Investments in international market securities include exposure to risks such as currency fluctuations, foreign taxes and regulations, and the potential for illiquid markets and political instability.
- Exchange-Traded Funds: ETFs face market-trading risks, including the potential lack of an active market for shares, losses from trading in the secondary markets and disruption in the creation/redemption process of the ETF. Any of these factors may lead to liquidity risk and/or the fund's shares trading at either a premium or a discount to its "net asset value".
- Performance of Underlying Managers: We select the mutual funds, fund of funds and ETFs in the client's portfolios. However, we depend on the Underlying Manager of such funds to select individual investments in accordance with their stated investment strategy and on their decisions regarding the allocation of the fund's assets.
- Real Estate Industry: The value of securities in the real estate industry can be affected by changes in real estate values and rental income, property taxes, and tax and regulatory requirements. Also, the value of securities in the real estate industry may decline with changes in interest rates. Investing in REITs and REIT-like entities, including investing in funds that hold these type of entities, involves certain unique risks in addition to those risks associated with

investing in the real estate industry in general. REITs and REIT-like entities are dependent upon management skill, may not be diversified, and are subject to heavy cash flow dependency and self-liquidation. Also, because REITs and REIT-like entities typically are invested in a limited number of projects or in a particular market segment, these entities are more susceptible to adverse developments affecting a single project or market segment than more broadly diversified investments.

Concentrated Strategy through Private Money Managers

- In the case of the Concentrated Strategy, Rachor will not have a role in the management of accounts managed by Private Money Managers and it will likely not have the opportunity to evaluate in advance the specific decisions made by such managers. As a result, the rates of return to clients will primarily depend upon the choice of investments and other investment and management decisions of Private Money Managers, and returns could be adversely affected by the unfavorable performance of such managers. Rachor depends on third-party managers to develop the appropriate systems and procedures to control investment and operational risks, either of which could cause client accounts to suffer financial losses. Clients should refer to Part 2A of each Private Money Managers' Form ADV for a description of the risks pertaining to that manager's strategy or strategies, however, common risks associated with such strategies include:
 - *Long-term purchases.* Certain Private Money Managers purchase securities with the idea of holding them in the client's account for a year or longer. Typically, this strategy is employed when:
 - The manager considers securities to be currently undervalued, and/or
 - The manager is seeking exposure to a particular asset class over time, regardless of the current projection for the class.

A risk in a long-term purchase strategy is that by holding a security for this length of time, the manager may not take advantage of short-term gains that could be profitable to a client. Moreover, if predictions are incorrect, a security may decline sharply in value before a decision to sell is made.

- *Margin transactions.* Certain Private Money Managers will purchase stocks for client portfolios with money borrowed from a broker-dealer. This allows the client to purchase more stock than they would be able to with their available cash and/or without selling other holdings. A risk in margin trading is that, in volatile markets, securities prices can fall very quickly. If the value of the securities in a client account minus what the client owes the broker-dealer falls below a certain level, the broker will issue a "margin call", and the client will be required to sell its position in the security purchased on margin or add more cash to their account. In some circumstances, clients may lose more money than they originally invested.

- *Short sales.* Certain Private Money Managers may employ short sales. Shares of a stock are borrowed for the portfolio from someone who owns the stock on a promise to return the shares at a future date. Those borrowed shares are then sold. On a future date, the same stock is bought, and the shares are returned to the original owner. Short selling may be engaged in expectation that the stock will go down in price after the shares are borrowed and sold. If the manager is correct and the stock price has gone down since the shares were borrowed from the original owner, the client account realizes the profit. Alternatively, a manager may use short positions to reduce the risk of certain long positions. Short selling results in some unique risks:
 - Losses can be infinite. A short sale loses when the stock price rises, and a stock is not limited (at least, theoretically) in how high it can go. For example, if a manager shorts 100 shares at \$50 each, hoping to make a profit but the shares increase to \$75 per share, the client would lose \$2,500. On the other hand, the price of a stock cannot fall below \$0, which limits the client's potential upside.
 - Short squeezes can wring out profits. As stock prices increase, short seller losses may also increase as short sellers rush to buy the stock to cover their positions. This increase in demand, may in turn further drive prices up, increasing client losses.
 - Even if a manager is correct in determining that the price of a stock will decline, the client runs the risk of incorrectly determining when the decline will take place, i.e., they could be right too soon. Although a company may be overvalued, it could conceivably take some time for the price to come down; during which the client is vulnerable to interest payments to the stock lender, margin calls, and investment losses.
 - History has shown that over the long term, most stocks appreciate. Even if a company barely improves over time, inflation should drive its share price up somewhat. In fact, short selling may not be appropriate in times of inflation for that very reason, as prices may adjust upwards regardless of the value of the stock. There is therefore a risk that inflation could cause investment losses, even if the—— manager was correct in their assessment about the company issuing the stock.
- *Option writing.* Options may be used as an investment strategy in the accounts managed by certain Private Money Managers. An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an asset (such as a share of stock) at a specific price on or before a certain date. The two types of options are calls and puts. A call gives the holder the right to buy an asset at a certain price within a specific period of time. A call is likely to be bought if it is anticipated that the stock will increase substantially before the option expires. A put gives the holder the right to sell an asset at a certain price within a specific period of time. A put is likely to be bought if it is anticipated that the price of the stock will fall before the option expires.

Purchasing put and call options, as well as writing such options, are highly specialized activities and entail greater than ordinary investment risks.

ITEM 9: DISCIPLINARY INFORMATION

Rachor is required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Rachor is licensed in the State of Michigan as a public accounting firm. Tod G. Fisher, Rachor's CEO, is licensed in the State of Michigan as a Certified Public Accountant ("C.P.A."). Michigan law requires that any business owned 50% or more by a C.P.A. (including via attribution) that provides accounting services be licensed as a public accounting firm. Rachor only provides limited accounting services including tax planning and some tax preparation. Rachor does not provide attestation (audit, review, compilation) services. Rachor does not charge fees for accounting services. As described under "Item 5: Fees and Compensation," Rachor only earns fees from providing investment advisory services.

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

Rachor has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

Rachor and its personnel owe a duty of loyalty, fairness and good faith towards its clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code. We endeavor to follow not just the letter of the law, but the spirit of the law.

Our Code of Ethics includes policies and procedures for the review of employee accounts quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's employees. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our Code also provides for oversight, enforcement and recordkeeping provisions.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to helpme@rias.net, or by calling us at 810-732-7777.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees 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.

Rachor's employees may buy or sell for their personal accounts securities identical to those that we buy and sell for our clients pursuant to the Diversified Strategy. In addition, such trades may take place at or about the same time as client transactions. Although this could represent a potential conflict of interest to our clients, with rare exception, client accounts for which Rachor has investment discretion are typically invested in mutual funds for which net asset values are set by the mutual fund at the end of each trading day. Therefore, there is limited scope for employees to take advantage of client trading by trading in their personal accounts.

Tod Fisher, Rachor's CEO, is a board member of certain family foundations. This includes the Rachor Family Foundation, Ltd. Where he serves with five other board members. As a board member, he participates in making certain investment decisions on behalf of the foundations. This includes deciding to hire certain Private Money Managers recommended to other Rachor clients on behalf of the foundations. We do not believe this activity presents any conflicts of interest to our clients based on the nature of the investments in question. Further, to the extent the foundations invest in the same securities and/or at or about the same time as other clients, it will either be in the capacity as Rachor's client (pursuant to Rachor's investment discretion) or such transaction will typically relate to a mutual fund for which net asset values are set by the mutual fund at the end of each trading day. Therefore, there would be limited scope for the foundations to take advantage of client trading by trading ahead of or behind client accounts.

ITEM 12: BROKERAGE PRACTICES

With regard to client assets invested in accordance with the Diversified Strategy, Rachor generally will direct all client trades to that client's chosen custodian. Generally, Rachor suggests that clients select a discount broker to act as custodian. In October 2020, TD Ameritrade Institutional Services, a division of TD Ameritrade, Inc., ("TD Ameritrade") became a part of Charles Schwab & Co., Inc. when Schwab's acquisition of TD Ameritrade closed. Previously, Rachor's recommendation of TD Ameritrade was based on the historical service levels provided to our clients and the relatively low cost at which they are able to perform their services. After the acquisition, Rachor conducted a due diligence review of broker-dealer/custodians and now recommends that our clients use Raymond James & Associates, Inc., a registered broker-dealer, member SIPC, as the qualified custodian. We are independently owned and operated and are not affiliated with Raymond James. Client assets will be held by Raymond James in a brokerage account and we will instruct them to buy and sell securities in the client's account. While we recommend that clients use Raymond James as custodian/broker, clients will decide whether to do so and will open their account with Raymond James by entering into an account agreement directly with them.

For our clients' accounts that Raymond James maintains, Raymond James generally does not charge the client separately for custody services but is compensated by charging clients commissions or other fees on trades that it executes or that settle into the client's Raymond James account. Certain trades (for example, ETFs) may not incur Raymond James commissions or transaction fees. Clients may designate a cash sweep option with respect to their accounts. Raymond James and its affiliates will be compensated by earning interest on the uninvested cash in the Raymond James Bank Deposit Program or other sweep option selected by the client.

We are not required to select the broker or dealer that charges the lowest transaction cost, even if that broker provides execution quality comparable to other brokers or dealers. Although we are not required to execute all trades through Raymond James, Rachor believes that trade away fees and/or other costs may negate any savings that could be received by using a different broker. We have determined that having Raymond James execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above. By using another broker or dealer clients may pay lower transaction costs.

The client including qualified plans subject to ERISA, are under no obligation to engage the services of any recommended broker-dealer/custodian and the client is free to select his or her own broker-dealer/custodian. The client will be responsible for negotiating commission rates with the chosen broker or custodian in such circumstances. Clients should be aware that directed brokerage arrangements generally hinder the ability of an investment adviser to obtain the best price and execution, and therefore, clients may pay higher transaction costs than available elsewhere.

Soft Dollar Arrangements

We have not and do not intend to enter into any contractual third-party soft-dollar arrangements, such as committing to place a specific level of brokerage with a specific firm in return for which the brokerage firm will pay for various research related products or services for us that are generally available for cash purchase.

However, Raymond James does provide us back-office, custodial support and clerical services that assist us in managing and administering clients' accounts, but will not necessarily directly benefit your account. These services include software and other technology that (1) provide us access to client account data, such as trade confirmations and account statements; (2) facilitate trade execution; (3) provide pricing and other market data; (4) facilitate payment of our fees from our clients' accounts; and (5) assist with back-office functions, recordkeeping and client reporting.

Aggregation of Orders

Investment advisers may aggregate the purchase or sale of securities for various client accounts for their administrative convenience and, in some transactions, to obtain better execution for the aggregated order than might be achieved by processing each of

the transactions separately. We offer personalized investment management services and as a matter of policy and practice, Rachor does not generally block client trades. Consequently, certain client trades may be executed before others, at a different price. Additionally, our clients may not receive volume discounts available to advisers who block client trades. With rare exception, clients for which Rachor has discretion (i.e., Diversified Strategy and Qualified Plans) are invested in mutual funds, where all clients buy and sell at net asset values set by the mutual fund at the end of each trading day. Therefore, blocked trades are neither an opportunity nor an impediment.

Dimensional Fund Advisers

As stated under "Item 8: Methods of Analysis, Investment Strategies and Risk of Loss," Rachor invests client assets in mutual funds advised by Dimensional Fund Advisers. DFA provides Rachor with resources such as educational events, ability to access academic research, and marketing support. None of the service provided by DFA is dependent on investing a specified amount of client assets in their funds

ITEM 13: REVIEW OF ACCOUNTS

Our advisers review all client accounts at least annually. Accounts are reviewed in the context of each client's stated investment style. Additional reviews may be triggered by material changes in the client's individual circumstances.

Clients are provided with activity and securities holdings reports for each of their accounts, on at least a quarterly basis, from their account custodian. In addition, Rachor provides a monthly report for each of the Strategies the client is invested in. The report includes the market value and the performance for each of the client's accounts.

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

Rachor does not engage solicitors or pay related or non-related persons for referring clients to Rachor.

Rachor does not accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

Rachor's compensation comes from clients only.

ITEM 15: CUSTODY

Rachor does not custody client funds or securities, but requires they be held by a qualified third-party custodian. We previously disclosed in "Item 5: Fees and Compensation" section of this Brochure that our firm debits advisory fees directly from client accounts. If a client provides us with this authorization, we are deemed to have constructive custody of the client's account. We are also deemed to have custody when

a client establishes a letter of instruction or other asset transfer authorization arrangement with their qualified custodian, authorizing us to disburse funds to one or more third parties specifically designated by the client. In addition, if a client and/or client trust retains an officer or employee of Rachor as trustee and/or durable power of attorney, we are deemed to have custody.

Each client's custodian is advised of the amount of the charges to be deducted from that client's account. On at least a quarterly basis, each custodian is required to send to the client a statement showing all transactions within each account during the reporting period. Because the custodian does not calculate the amount of the charges to be deducted, it is important for clients to carefully review their fee invoice to verify the accuracy of the calculation.

In addition to the periodic statements that clients receive directly from their custodians, as described above in "Item 13: Review of Accounts," Rachor sends monthly statements directly to its clients. Rachor urges its clients to carefully compare the information provided on all of these statements to ensure that all account transactions, holdings and values are correct and current. Clients should contact Rachor directly if they believe that there may be an error in their fee calculation or inconsistencies with the custodian's statements.

In the event that a client and/or client trust has retained or retains an officer or employee of Rachor as trustee and/or durable power of attorney, and Rachor acts as investment advisor to the client and/or client trust, the trust beneficiary(ies) or trust grantor(s) will receive statements directly from the account custodian or brokerage firm.

ITEM 16: INVESTMENT DISCRETION

When clients hire Rachor to provide discretionary investment advisory services, Rachor places trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Rachor's discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell

Clients give Rachor discretionary authority when they sign a discretionary advisory agreement with the firm and may limit this authority by giving Rachor written instructions. Clients may also change/amend such limitations by once again providing Rachor with written instructions.

ITEM 17: VOTING CLIENT SECURITIES

As a matter of firm policy, Rachor does not vote proxies on behalf of clients. Therefore, although Rachor may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other types of events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

Rachor does not offer any consulting assistance regarding proxy issues to clients.

ITEM 18: FINANCIAL INFORMATION

Rachor has never been the subject of a bankruptcy proceeding, does not solicit fees of \$1,200 or more six months or more in advance, nor do we have any financial commitments that would impair our ability to meet contractual or fiduciary commitments to you.

Part 2B of Form ADV: *Brochure Supplement*

Tod Fisher
Patricia Walton
Kristine Sherwood

Rachor Investment Advisory Services, LLC

2357 Stone Bridge Drive
Building I
Flint, Flint MI
Telephone: (810)732-7777

03/24/2020

This brochure supplement provides information about the individual(s) listed above that supplements the Rachor Investment Advisory Services, LLC brochure. You should have received a copy of that brochure. Please contact Melissa Schuyler if you did not receive Rachor Investment Advisory Services, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about the individual(s) listed above is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Educational Background and Business Experience

Full Legal Name: Tod G. Fisher **Born:** 1968

Education

- University of Michigan - Flint; BBA, Accounting; 1996

Business Experience

- Rachor Investment Advisory Services, LLC; Advisor from 9/2007 to Present
- Alix Partners; Vice-President from 10/2006 to 8/2007
- Rachor, Purman & Tucker, CPA'S, PLC; Manager from 10/1997 to 10/2006
- Follmer, Rudzewicz & Company, CPA's, PC; Staff Accountant from 1/1996 to 10/1997
- Rachor, Purman & Tucker, CPA'S, PLC; Staff Accountant from 8/1994 to 12/1995

Designations

Tod Fisher has earned the following designation(s) and is in good standing with the granting authority:

- **Certified Public Accountant (CPA); 1998**

The State of Michigan currently requires a Bachelor Degree, a total of 150 semester hours of college courses and at least one year public accounting experience to be eligible to become a CPA. Professionals must pass the CPA Exam and fulfill the experience requirement to obtain both the certificate and license.

- **Certified Fraud Examiner (CFE); 2003**

Certificants must be a Member of the Association of Certified Fraud Examiners (ACFE), have either a Bachelor Degree or equivalent or two years of fraud-related professional experience for each year of academic study and a minimum number of points awarded based on education, professional affiliations and experience. Holders of the CFE must be of high moral character and agree to abide by the Bylaws and Code of Ethics of the ACFE.

- **Certified Forensic Accountant (CRFAC®); 2004**

Certificates awarded upon successful completion of exam. Applicants for this credential must currently hold the CPA license with his/her State Board of Accountancy if required by state law, and must be in compliance with all local ordinances, state laws and federal regulations. Applicants must also provide professional references.

- **Certified Financial Planner (CFP®); 2008**

CFP certificants must pass the comprehensive CFP Certification Examination, pass the CFP Board's *Fitness Standards for Candidates and Registrants*, agree to abide by CFP Board's *Code of Ethics and Professional Responsibility* which puts clients' interests first and comply with the *Financial Planning Practice Standards*. Certificants must have a Bachelor Degree or equivalent and three years of full-time relevant personal financial planning experience.

- **Personal Financial Specialist (PFS); 2008**

To obtain the PFS designation, applicant must be a licensed CPA and a current member of the AICPA. Comprehensive Personal Financial Planning (PFP) education must be completed consisting of a minimum of 80 hours of personal financial planning education. Candidates must have two years of full-time business or teaching experience in personal financial planning and must successfully pass a PFP-related exam.

- **Certified Fund Specialist (CFS®); 2011**

The CFS is the oldest designation in the mutual fund industry. Training is provided by the Institute of Business & Finance (IBF) in the form of a 60-hour self-study program which includes a final exam containing an open-book case study.

- **American Board of Forensic Accounting (DABFA®); 2011**

To obtain Diplomate status with the American Board of Forensic Accounting individuals must be a member in good standing with the American College of Forensic Examiners International (ACFEI) for at least two years, have no felony convictions or ethics violations in the last ten years and agree to adhere to ACFEI's *Principles of Professional Practice*. Diplomates must have appropriate educational degrees and dedicate themselves to continuing education and also have five years of relative experience in a forensic-related field.

Item 3 Disciplinary Information

Tod Fisher has no disciplinary history, reportable or otherwise.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Tod Fisher sits on the board of various private foundations. In this capacity, Tod participates in making certain investment decisions on behalf of the foundations. This includes deciding to hire certain Private Money Managers recommended to other Rachor clients on behalf of the foundations. Rachor does not believe this activity presents any conflicts of interest to its clients, based on the nature of the investments in question. Further, to the extent the foundations invest in the same securities and/or at or about the same time as other clients, it will either be in the capacity as Rachor's client (pursuant to Rachor's investment discretion) or such transaction will typically relate to a mutual fund for which net asset values are set by the mutual fund at the end of each trading day. Therefore, there would be limited scope for the foundations to take advantage of client trading by trading ahead of or behind client accounts.
2. Tod Fisher does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Tod Fisher is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5 Additional Compensation

Tod Fisher does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Mr. Fisher is the sole owner and Chief Compliance Officer and therefore is not under the direct supervision of any other individual.

All Rachor Investment Advisory Services, LLC staff are required to abide by RIAS's Code of Ethics as detailed in ADV Part 2A, Item 11.

Item 2 Educational Background and Business Experience

Full Legal Name: Patricia A. Walton **Born:** 1989

Education

- University of Michigan - Flint; BBA, Finance & Accounting; 2010

Business Experience

- Rachor Investment Advisory Services, LLC; Advisor from 8/25/2009 to Present

Designations

Patricia Walton has earned the following designation(s) and is in good standing with the granting authority:

Certified Financial Planner (CFP®); 2014

CFP certificants must pass the comprehensive CFP Certification Examination, pass the CFP Board's *Fitness Standards for Candidates and Registrants*, agree to abide by CFP Board's *Code of Ethics and Professional Responsibility* which puts clients' interests first and comply with the *Financial Planning Practice Standards*. Certificants must have a Bachelor Degree or equivalent and three years of full-time relevant personal financial planning experience.

Item 3 Disciplinary Information

Patricia Walton has no disciplinary history reportable or otherwise.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Patricia Walton is not engaged in any other investment-related activities.
2. Patricia Walton does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Patricia Walton is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.

Item 5 Additional Compensation

Patricia Walton does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Tod Fisher

Title: Chief Compliance Officer (CCO)

Phone Number: 810-732-7777

All Rachor Investment Advisory Services, LLC staff are required to abide by RIAS's Code of Ethics as detailed in ADV Part 2A, Item 11.

Item 3 Educational Background and Business Experience

Full Legal Name: Kristine M. Sherwood **Born:** 1981

Business Experience

- Rachor Investment Advisory Services, LLC; Advisor from 09/01/2009 to Present

Designations

Kristine Sherwood has earned the following designation(s) and is in good standing with the granting authority:

Chartered Financial Consultant (ChFC®); 2018

Candidates for the ChFC® designation must complete a minimum of nine courses and 18 hours of supervised examinations. They must also fulfill stringent experience and ethics requirements.

Item 3 Disciplinary Information

Kristine Sherwood has no disciplinary history reportable or otherwise.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Kristine Sherwood is not engaged in any other investment-related activities.
2. Kristine Sherwood does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Kristine Sherwood is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.

Item 5 Additional Compensation

Kristine Sherwood does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Tod Fisher

Title: Chief Compliance Officer (CCO)

Phone Number: 810-732-7777

All Rachor Investment Advisory Services, LLC staff are required to abide by RIAS's Code of Ethics as detailed in ADV Part 2A, Item 11.