

ADVISER FINANCIAL GROUP, INC
2746 Superior Drive NW, Suite 250
Rochester, MN 55901
507-280-8897

ray@adviserline.com
www.adviserline.com

This brochure provides information about the qualifications and business practices of ADVISER FINANCIAL GROUP, INC. If you have any questions about the contents of this brochure, please contact us at: 507-280-8897, or by email at: ray@adviserline.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.

Additional information about ADVISER FINANCIAL GROUP, INC is available on the SEC's website at www.adviserinfo.sec.gov

March 23, 2011

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 507-280-8897 or by email at: ray@adviserline.com.

Table of Contents

Material Changes	i
Annual Update	i
Material Changes since the Last Update	i
Full Brochure Available	i
Advisory Business	1
Firm Description.....	1
Principal Owners.....	2
Types of Advisory Services.....	2
Tailored Relationships	2
Types of Agreements.....	2
Financial Advisory Agreement	2
Investment Advisory Agreement	3
Retainer Agreement.....	4
Investment Management Agreement.....	4
Tax Preparation Agreement.....	4
Hourly Planning Engagements	4
Asset Management.....	4
Termination of Agreement	5
Fees and Compensation	5
Description.....	5
Other Fees.....	5
Expense Ratios.....	6
Past Due Accounts and Termination of Agreement	6
Performance-Based Fees	6
Sharing of Capital Gains	6
Types of Clients	6
Description.....	6
Account Minimums.....	7
Methods of Analysis, Investment Strategies and Risk of Loss	7
Methods of Analysis.....	7
Investment Strategies	7

Risk of Loss	8
Disciplinary Information	9
Legal and Disciplinary.....	9
Other Financial Industry Activities and Affiliations	9
Financial Industry Activities.....	9
Affiliations	9
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	9
Code of Ethics.....	9
Participation or Interest in Client Transactions.....	9
Personal Trading.....	9
Brokerage Practices.....	10
Selecting Brokerage Firms.....	10
Best Execution	10
Soft Dollars	10
Order Aggregation	10
Review of Accounts	10
Periodic Reviews	10
Review Triggers.....	11
Regular Reports.....	11
Client Referrals and Other Compensation	11
Incoming Referrals.....	11
Referrals Out	11
Custody.....	11
Account Statements.....	11
Performance Reports.....	11
Net Worth Statements.....	12
Investment Discretion.....	12
Discretionary Authority for Trading.....	12
Limited Power of Attorney.....	12
Voting Client Securities	12
Proxy Votes	12

Financial Information	12
Financial Condition	12
Business Continuity Plan	13
General	13
Disasters	13
Alternate Offices	13
Loss of Key Personnel	13
Information Security Program.....	13
Information Security	13
Privacy Notice	14
Brochure Supplement (Part 2B of Form ADV)	14
Education and Business Standards	14
Professional Certifications	15
Donald Ray Johnson, CFP	15

Advisory Business

Firm Description

ADVISER FINANCIAL GROUP, INC, was founded in 2000.

ADVISER FINANCIAL GROUP, INC provides personalized confidential financial planning, investment advice, and continuing services to individuals, pension and profit sharing plans, trusts, estates, and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

ADVISER FINANCIAL GROUP, INC is strictly a fee-only financial planning and investment advisor firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

Investment advice is an integral part of financial planning. In addition, ADVISER FINANCIAL GROUP, INC advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

Investment advice is provided, with the client making the final decision on investment selection. ADVISER FINANCIAL GROUP, INC does not act as a custodian of client assets. The client always maintains asset control. ADVISER FINANCIAL GROUP, INC places trades for clients under a limited power of attorney.

A written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement. Adviser's investment philosophy is generally one of "BUY & HOLD" based on each client's long-term financial plan looking at the client's risk tolerance and need for liquidity and long-term growth to meet stated objectives. Generally investment reviews are conducted in the presence of the client at least semi-annually unless requested by the client on a more frequent basis. Criteria used in the review process include but are not limited to account performance and investment allocations compared to each account's objectives.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment advice may be beneficial to the client.

Principal Owners

Ray Johnson is a 100% stockholder.

Types of Advisory Services

ADVISER FINANCIAL GROUP, INC does not take custody of client investments. Depending on client needs adviser may provide investment advisory accounts not involving investment supervisory services; furnishes investment advice through consultations; helps clients select investment custodians, and provides ongoing investment services as requested by the client.

On more than an occasional basis, ADVISER FINANCIAL GROUP, INC furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

ADVISER FINANCIAL GROUP, INC does not provide a market timing service.

As of December 31, 2010, ADVISER FINANCIAL GROUP, INC provides investment advisory services for approximately \$106 Million in assets for approximately 300 clients. All funds are managed on a non-discretionary basis and client must approve all investments and changes to investments prior to advisor taking action.

Tailored Relationships

The goals and objectives for each client are documented in our client relationship management system. Investment policy statements are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

Financial Advisory Agreement

The Financial Advisory Agreement outlines the scope of the financial planning work to be performed for each client and the fee negotiated. A financial plan is designed to help the client with various aspects of financial planning without ongoing investment supervision after the financial plan is completed.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for

changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client. Generally, the Financial Planning Agreement is for a 12 month period and includes investment advisory services at no additional fee.

The fee for a financial plan is predicated upon the facts known at the start of the engagement. Fee may be on an hourly basis usually between \$175 and \$200 per hour or a flat fee between \$750 and \$3,000. All fees are quoted in advance of work to be performed and is negotiable. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

Investment Advisory Agreement

Most clients choose to have ADVISER FINANCIAL GROUP, INC provide ongoing investment advice and account services on their assets in order to obtain ongoing in-depth advice and life planning. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented as a result of the semi-annual review.

The scope of work and fee for an Investment Advisory Agreement is provided to the client in writing prior to the start of the relationship. The annual Investment Advisory Agreement fee is based on a percentage of the investable assets according to the following schedule:

$$\text{Annual Fee} = \$500 + (\text{Total Investments} \times .0025)$$

The minimum annual fee is \$750.00 and unless agreed to in writing, the maximum annual fee is \$1,750.00. All fees are negotiable. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

Although the Investment Advisory Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment advisor may terminate an Agreement by written notice to the other party. At termination, fees will be

billed on a pro rata basis for the portion of the billing period completed. The portfolio value at the completion of the prior full billing period is used as the basis for the fee computation, adjusted for the number of days during the billing period prior to termination.

Retainer Agreement

In some circumstances, an Investment Advisory Agreement may be billed on a fixed fee basis when it is more appropriate. The annual fee is negotiable, based on the amount of work anticipated, and is agreed to in writing prior to commencement of the work.

Investment Management Agreement

Adviser does not provide continuous investment management or investment supervisory services. Investments are reviewed with client during regularly scheduled meetings normally held semi-annually. Client may request meetings more frequently.

Tax Preparation Agreement

Adviser does not provide tax preparation services.

Hourly Planning Engagements

ADVISER FINANCIAL GROUP, INC provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is normally between \$175 and \$200. All hourly fees are quoted in advance of work to be performed and is negotiable.

Asset Management

Assets are invested primarily in no-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. ADVISER FINANCIAL GROUP, INC does not receive any compensation, in any form, from fund companies.

Investments may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are not available through ADVISER FINANCIAL GROUP, INC.

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying ADVISER FINANCIAL GROUP, INC in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, ADVISER FINANCIAL GROUP, INC will refund any unearned portion of the advance payment.

ADVISER FINANCIAL GROUP, INC may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, ADVISER FINANCIAL GROUP, INC will refund any unearned portion of the advance payment.

Fees and Compensation

Description

ADVISER FINANCIAL GROUP, INC generally bases its fees on a percentage of assets under advisement, hourly charges, or fixed fees.

Some agreements may be priced based on the complexity of work, especially when investment advice is not the most significant part of the relationship.

Financial plans are priced according to the degree of complexity associated with the client's situation.

All fees are negotiable and agreed to in writing prior to the work being performed.

Investment advisory and service fees are billed semi-annually. Clients receive an invoice soon after each six-month billing period has begun, so that clients are always paying fees less than six-months in advance. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing but client can elect to be billed and pay by separate check. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due in six months.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

ADVISER FINANCIAL GROUP, INC, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of

assets to be managed, related accounts, account composition, negotiations with clients, etc.).

Investment Advisory Agreement fees are calculated on a formula basis and adjusted for complexity of individual situations.

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to ADVISER FINANCIAL GROUP, INC.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

ADVISER FINANCIAL GROUP, INC reserves the right to stop work on any account that is more than 60 days overdue. In addition, ADVISER FINANCIAL GROUP, INC reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in ADVISER FINANCIAL GROUP, INC's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

ADVISER FINANCIAL GROUP, INC does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

ADVISER FINANCIAL GROUP, INC generally provides financial planning and investment advice to individuals, pension and profit sharing plans, trusts, estates, small business entities.

Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is generally \$ 100,000 of assets under advisement, which equates to an annual fee of \$750.

When an account falls below \$100,000 in value, the minimum annual fee of \$750 is normally charged unless a lower fee is negotiated and agreed to in writing.

ADVISER FINANCIAL GROUP, INC has the discretion to waive the account minimum. Other exceptions will apply to employees of ADVISER FINANCIAL GROUP, INC and their relatives, or relatives of existing clients.

Clients receiving ongoing asset management services will be assessed a \$750 minimum annual fee unless agreed to in writing. Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

All sources of information are in the public realm. ADVISER FINANCIAL, INC does not have any insider information or place any undue emphasis on the value of proprietary research methodology. The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that ADVISER FINANCIAL GROUP, INC may use include Morningstar Principia mutual fund information, Morningstar Principia stock information, Zacks Research, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a "BUY & HOLD" approach. Portfolios are globally diversified to control the risk associated with traditional markets for long-term growth investments. Fixed income and stable value investments are used to meet liquidity needs and short to intermediate cash needs.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund 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 may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Financial Industry Activities

ADVISER FINANCIAL GROUP, INC is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

Affiliations

ADVISER FINANCIAL GROUP, INC may provide advice to clients on matters not involving securities as part of the financial planning process. As a financial planner, adviser may also provide pension consulting and third party administration to small businesses. Adviser is licensed as an insurance agency but does not sell insurance on commission. Insurance licensure is maintained to comply with various state licensing requirements as adviser may actively recommend and help negotiate the terms of insurance products for clients.

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

Code of Ethics

The employees of ADVISER FINANCIAL GROUP, INC have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

ADVISER FINANCIAL GROUP, INC and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the ADVISER FINANCIAL GROUP, INC *Policy and Procedure Manual*.

Personal Trading

The Chief Compliance Officer of ADVISER FINANCIAL GROUP, INC is Ray Johnson, CFP. He previews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect

the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

ADVISER FINANCIAL GROUP, INC does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. ADVISER FINANCIAL GROUP, INC recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

ADVISER FINANCIAL GROUP, INC recommends discount brokerage firms and trust companies (qualified custodians), such as TD Ameritrade, TIAA-CREF, and Fidelity among others

ADVISER FINANCIAL GROUP, INC does not receive fees or commissions from any of these arrangements.

Best Execution

ADVISER FINANCIAL GROUP, INC reviews the execution of trades at each custodian each quarter. The review is documented in the ADVISER FINANCIAL GROUP, INC Policy and Procedure Manual. Trading fees charged by the custodians is also reviewed on a quarterly basis. ADVISER FINANCIAL GROUP, INC does not receive any portion of the trading fees.

Soft Dollars

ADVISER FINANCIAL GROUP, INC does not receive soft dollar credits..

Order Aggregation

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

Review of Accounts

Periodic Reviews

Adviser's investment philosophy is generally one of "BUY & HOLD" based on a long-term financial plan looking at the client's risk tolerance and need for liquidity and long-term growth. Generally investment reviews with the client are conducted at least semi-annually unless requested by the client on a more frequent basis. Criteria used in the review process include but are not

limited to account performance and investment allocation compared to objectives.

Review Triggers

Client may request a personal review at any time.

Regular Reports

Adviser makes available to all Investment advisory clients daily account balance reports via the internet as requested. Additionally, all investment advisory clients receive written performance reports at least quarterly. These reports contain a list of current account holdings, beginning and ending account values, and total investment returns for various time periods. These reports are in addition to the regular custodian statements that are direct mailed to the client periodically.

Client Referrals and Other Compensation

Incoming Referrals

ADVISER FINANCIAL GROUP, INC has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

ADVISER FINANCIAL GROUP, INC does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Custody

Account Statements

All assets are held at qualified custodians who provide account statements directly to clients at their address of record at least quarterly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by ADVISER FINANCIAL GROUP, INC.

Net Worth Statements

Clients are frequently provided net worth statements. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks. Adviser accepts and relies on client estimates without independent confirmation as to accuracy

Investment Discretion

Discretionary Authority for Trading

ADVISER FINANCIAL GROUP, INC does not accept discretionary authority to manage, direct, or change the investment or reinvestment of the assets in the account, or take other action with respect to such assets, without prior consultation and approval by client. Adviser shall periodically review investment accounts with client and does not provide continuous and regular investment supervisory or management services.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

Voting Client Securities

Proxy Votes

ADVISER FINANCIAL GROUP, INC does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, ADVISER FINANCIAL GROUP, INC will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Financial Information

Financial Condition

A balance sheet is not required to be provided because ADVISER FINANCIAL GROUP, INC does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$600 per client, and six months or more in advance.

Business Continuity Plan

General

ADVISER FINANCIAL GROUP, INC has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

Alternate Offices

ADVISER FINANCIAL GROUP INC maintains one physical office, but is able to work from many alternate locations within a matter of hours. It is our intention to contact all clients within 24 hours of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

ADVISER FINANCIAL GROUP, INC is a one-man adviser operation who along with one or more part time employees provides face-to-face financial planning, investment advice, and services. All client records are maintained locally in electronic format and available to clients immediately upon request. Additionally, all client assets are held at a qualified custodian who provides clients periodic statements that include contact numbers should client need to obtain information or access to financial assets independent of Adviser. In the event of Ray Johnson's death or disability, ADVISER FINANCIAL GROUP, INC maintains a Policy and Procedure Manual containing steps for employees to notify clients and provide information and alternative sources of account assistance.

Information Security Program

Information Security

ADVISER FINANCIAL GROUP, INC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

ADVISER FINANCIAL GROUP, INC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

ADVISER FINANCIAL GROUP, INC requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA.

Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- Stay abreast of financial planning principles by completing a minimum of 30 hours of continuing education every two years.

Donald Ray Johnson, CFP

Educational Background:

- Date of birth: August 29, 1948
- Institutions (Year):
 - University of Illinois, BS Physics (1970)
 - Western Illinois University, MBA (1973)
 - College for Financial Planning, CFP (1984)

Business Experience:

- Adviser Financial Group, Inc CEO (2000 – Present)
- IBM Mid-America Credit Union, President (1989 – 1990)
- IBM Lexington Credit Union, CEO (1986 – 1989)
- Illinois Division of Credit Unions, Supervisor (1981 – 1984)

Disciplinary Information: None

Other Business Activities:

Additional Compensation: None

Supervision:

SUPERVISOR'S contact information: Ray Johnson
507-280-8897 ray@adviserline.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None