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**This brochure provides information about the qualifications and business practices of Vera Financial Solutions, LLC. If you have any questions about the contents of this brochure, please contact us at (248) 421-7327 and/or [megan.taylor@verafs.com](mailto:megan.taylor@verafs.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 Vera Financial Solutions, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Any references to Vera Financial Solutions, LLC as a registered investment adviser or its related persons as registered advisory representatives does not imply a certain level of skill or training.**

## **Material Changes**

Under **Advisory Business**, Jacob Taylor was replaced by Megan Taylor as the Managing Member and sole owner of the firm.

Under **Requirements for State Registered Advisers**, Megan Taylor's background and education has been listed.

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## **Advisory Business**

Vera Financial Solutions, LLC (hereinafter referred to as “VFS”) is a financial planning firm offering an array of planning services as further described below. VFS was created in April of 2010 and filed for investment adviser registration with applicable state jurisdictions in August of 2010. Megan Taylor is the Managing Member and sole owner.

VFS is a financial planning firm and does not offer asset management services. VFS offers planning services in the following areas:

- Budgeting
- Financial Planning
  - Retirement planning
  - College planning
  - Goal planning
- Asset allocation analysis
- Insurance Planning
- Estate Planning

VFS will gather financial information and history from client including, but not limited to:

- Retirement and financial goals
- Investment objectives
- Investment horizon
- Financial needs
- Cash flow analysis
- Cost of living needs
- Education needs
- Savings tendencies
- Other applicable financial information required by VFS in order to provide the investment advisory services requested.

The planning process is a team approach. It is necessary to have the client participate in the process in order to gain accurate information. VFS gathers information via an interview with the client and completion of a fact finder.

Additionally, the client will be asked to provide copies of their investment statements, bank statements, debt statements, insurance policies, Social Security statements, tax returns, and pay stubs, to confirm the information provided.

Client privacy, confidentiality and safety of client information are of VFS’s utmost concern and priority. Once the plan is complete, all of a client’s personal information will be shredded, stored in locked file cabinet, or returned to the client. Plans produced by VFS and client documents will be saved on the planning software website (Finance Logix), which has a multi-layer security protection system.

Based upon client’s needs, VFS will prepare an analysis of the client’s situation. Once the plan is complete the Advisory Representative will meet with the client and review the

assumptions and results. The Advisory Representative will bring their wireless laptop, so they can modify the assumptions while sitting with the client, assuming wireless services are accessible. VFS will schedule a meeting with the client and present the analysis of the client's situation and recommendations. The plan or analysis will be presented to the client within 45 days of VFS receiving all required information to complete the analysis.

The planning process will focus on the following:

1. Goal planning (i.e. retirement, college, and saving for special events/purchases)
2. Insurance (i.e. life, disability, and long-term care) "does the client have enough, or too much"
3. Assets allocation "does the client's portfolio have too much risk. Is the client diversified"? If need be, VFS will provide diversified asset allocation examples, so the client can realign their 401K's/investment accounts. VFS will suggest no load funds (i.e. mutual funds without an upfront or back-end sales charge) and exchange traded funds "ETFs" as investment solutions. However, VFS will refer the client to their investment advisor or other financial professional for implementation of the recommendations. If the client does not have a financial professional and would like one, VFS will suggest companies like Fidelity, Schwab, and JPMorgan, or other local providers. However, VFS has no arrangement with the aforementioned. Further, VFS receives no economic or non-economic benefit. Clients may elect to implement recommendations anywhere they choose. VFS's advice is limited to open ended mutual funds (i.e. mutual funds that are liquid) and ETFs. Clients will be advised that there are other types of securities, which may be suitable. However, they should consult their financial professional.
4. Basic estate planning (i.e. why a client may need a will, power of attorney, trust, etc...).
5. VFS will also cover personal finance items like car loans and mortgages. VFS will review the client's debt picture and determine if the client needs a plan to reduce their debt. VFS will suggest strategies to accomplish this goal.

Depending on the program the client selects, VFS will either meet with the client every six months, or once a year.

Financial plans are based on the client's financial situation at the time and are based on financial information disclosed by the client to VFS. Clients are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. However, past performance is in no way an indication of future performance. VFS cannot offer any guarantees or promises that the client's financial goals and objectives will be met. Further, each client must continue to review the plan and update the plan based upon changes in the client's financial situation, goals, or objectives or changes in the economy. Should a client's financial situation or investment goals or objectives change, the client must notify VFS promptly of the changes. Clients are advised that the advice offered by VFS may be limited and is not meant to be comprehensive. Therefore, a client may need to seek the services of other professionals such as an insurance adviser, attorney, and/or accountant.

VFS does not implement the advice and recommendations provided to clients. Clients will need to seek other professionals for implementation. Therefore, VFS and its related persons do not have arrangements with a broker/dealer or insurance company through which to implement recommendations.

### **Fees and Compensation**

VFS charges an annual fee not to exceed \$1,500 for planning services. VFS will provide each client with a fee quote prior to contact execution. Clients will acknowledge their agreement to the fee by execution of an advisory agreement between the client and VFS.

Clients will be given three payment options:

- 1) Annual fixed fee not to exceed \$1,500 – Client will receive two meetings per year.
- 2) Fixed fee not to exceed \$1,500 for the first year and fixed fee not to exceed \$1,000 each year thereafter. Client will receive two meetings the first year followed by one annual meeting thereafter.
- 3) Fixed fee not to exceed \$1,500 per financial plan and/or review and update to the financial plan.

VFS and the client will negotiate and agree upon a fee payment schedule. VFS offers the following payment options. VFS will not charge fees of \$500 or more and six or more months in advance of the service. Clients paying an annual fee of \$500 or more will have the option of paying the fee monthly or annually.

- 1) Monthly fee payment in advance
- 2) Payment in full upon execution of the advisory agreement with VFS

Further, if VFS has an arrangement with a client's employer and the employer agrees to pay all or a portion of the VFS's advisory fee, VFS will invoice the client's employer for the employer's portion of advisory fees. Employers will be invoiced for the fee by VFS at the earliest of presentation of the plan to the client or 30-days after VFS's completion of the plan if client has not scheduled a meeting with VFS within 30 days.

VFS will invoice the client at the agreed upon payment period for fees due to VFS. Payment will be due by client to VFS no later than fifteen days after client's receipt of the invoice from VFS. Clients will have the option of issuing a check directly to VFS for payment of VFS's advisory fees. Alternatively, clients may authorize an auto-debit from the client's checking account for payment of VFS's fees. Clients will be provided with an invoice outlining the amount of the fee deducted from the client's checking account. Clients will need to verify their bank statements to verify the amount of the fee deducted from their account.

Clients who elect to have VFS's advisory fee deducted directly from the client's checking are advised of the following:

- a. The authorization for VFS to withdraw its fees is limited to withdrawing the contractually agreed upon investment adviser fees.

- b. Clients will be notified, in writing by at least first class mail not less than seven (7) days prior to the proposed date of withdrawal, of the exact amount of the proposed withdrawal and the specific manner or basis on which the fee has been calculated. The notice will advise clients of their opportunity to object to the invoiced amount and the manner in which the objection shall be made.
- c. The frequency of fee withdrawal will be specified in the written agreement between the client and VFS.
- d. VFS will notify the account custodian of the limitation of VFS's access to the account. This requirement will be satisfied by VFS furnishing the custodian a copy of the auto debit form, the advisory agreement or any other authorization required by the account custodian.
- e. Clients will receive, not less than quarterly, a statement indicating all amounts disbursed from the account including the amount of advisory fees paid to VFS.
- f. Clients may terminate VFS's authorization to deduct its fees from the client's account at any time.

Clients are advised that fees for planning services are strictly for planning services. Therefore, clients may pay fees and/or commissions for services obtained such as asset management or for execution services for products purchased such as securities or insurance. Additionally, clients may need to seek the services of an attorney and/or accountant. Therefore, clients will incur fees and costs for consulting with other professionals.

Clients or VFS may terminate services upon seven (7) days prior written notice to the other party.

Clients will be given a five (5) day business day period from the date the client enters into the advisory agreement with VFS to cancel the services and relationship with VFS, without penalty. Therefore, any prepaid fees will be returned to the client in full if termination occurs within the five business day period.

Clients who paid the annual fee in advance and the client and VFS have met once after the first five (5) business days, the client will be refunded all fees less \$400. Clients who complete the first meeting with VFS and then terminate the relationship will be responsible for a \$400 fee to VFS. Any prepayments made to VFS will be applied against the \$400 fee and the client will be invoiced for the balance.

### **Performance-Based Fees and Side-By-Side Management**

This section is not applicable to VFS since VFS does not charge performance based fees.

### **Types of Clients**

VFS's services are customized toward both high net worth clients (i.e. clients with a net worth of \$1,500,000) and clients not considered high net worth (as defined by the Securities and Exchange Commission).

There are no requirements for clients to obtain the services offered by VFS other than the ability to pay VFS's fee.

### **Methods of Analysis, Investment Strategies and Risk of Loss**

As referenced above, VFS uses the planning software provided by Finance Logix. The process is in-depth and looks at the client's whole financial picture. It uses Monte Carlo analysis and allows for many different scenarios. VFS will not manage assets; however, VFS's investment recommendations will focus on diversification and low asset management fees.

To the degree any of the advice and recommendations offered by VFS involves investing in securities, clients are advised investing involves risk, including the potential for loss of principal. Clients need to discuss with their investment professional the amount of loss the client is willing to bear.

As stated above, VFS will utilize certain assumptions such as inflation rates, cost of living increases, performance, taxes, interest rates, etc. when developing a client's financial plan. The risk of using assumptions is that the actual outcome may vary widely. Therefore, it is necessary for clients to review their financial plan at least annually and make adjustments. Additionally, as stated above, should a client's financial situation change it is necessary to contact VFS promptly since such changes could impact the plan.

Lower fees for comparable services may be available from other financial professionals.

Client is advised that the investment recommendations and advice offered by VFS are not legal advice or accounting advice. Client should coordinate and discuss the impact of financial advice with their attorney and/or accountant. Client is advised that it is necessary to inform VFS promptly with respect to any changes in the client's financial situation and investment goals and objectives. Failure to notify VFS of any such changes could result in investment recommendations and advice not meeting the needs of the client.

### **WARRANTIES/REPRESENTATIONS**

VFS does not represent, warrant or imply that the services or methods of analysis used by VFS can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to major market corrections or crashes. No guarantees can be offered that client's goals or objectives will be achieved. Further, no promises or assumptions can be made that the advisory services offered by VFS will provide a better return than other investment strategies.

### **Disciplinary Information**

VFS and its related persons<sup>1</sup> are not involved in any legal or disciplinary event that is material to a client's or prospective client's evaluation of VFS's advisory business or the integrity of the services offered.

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<sup>1</sup> Related person is defined as any advisory affiliate and any person that is under control with the investment adviser.



## **Other Financial Industry Activities and Affiliations**

Neither VFS nor any related person of VFS is a broker/dealer or associated in any way with a broker/dealer. Additionally, there are no relationships with a futures commission merchant, commodity pool operator, commodity trading adviser, investment company or other pooled vehicle, other investment adviser or financial planner, banking or thrift institution, accountant or accounting firm, lawyer or law firm, insurance company or agency, pension consultant, real estate broker or dealer, or sponsor or syndicator of limited partnerships.

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

VFS and/or its related persons may buy or sell securities identical to those securities recommended to clients. VFS and its related persons will not put their interests before a client's interest.

VFS does not conduct trading for or on behalf of clients. However, to the degree VFS or its related persons have knowledge of a client's trading activity; VFS and its related persons will not trade ahead of clients or trade in such a way to obtain a better price for themselves. Further, VFS and its related persons are prohibited from trading on non-public information or sharing such information. Should VFS come in contact with non-public information or potentially insider information, such information will be secured and not disseminated to any other party. VFS will monitor the trading activities of its related persons to determine if anyone has acted upon the information. Should VFS detect suspicious activities; VFS will alert appropriate regulatory authorities.

Clients have the right to decline any investment recommendation. VFS and its related persons are required to conduct their securities and investment advisory business in accordance with all applicable Federal and State securities regulations.

VFS gathers various nonpublic information from clients in order to provide advisory products and services. VFS does not share nonpublic information with nonaffiliated third parties except as permitted by law. Clients will be provided with a copy of VFS's privacy policy upon establishment of a client relationship with VFS and annually thereafter as long as client remains an active client.

VFS has a fiduciary duty to clients to act in the best interest of the client and always place the client's interests first and foremost. VFS takes seriously its compliance and regulatory obligations and requires all staff to comply with such rules and regulations as well as VFS's policies and procedures. Further, VFS strives to handle clients' non-public information in such a way to protect information from falling into hands that have no business reason to know such information and provides clients with VFS's Privacy Policy. As such, VFS maintains a code of ethics for its Advisory Representatives, supervised persons and staff. The Code of Ethics contains provisions for standards of business conduct in order to comply with applicable securities laws, personal securities reporting requirements,

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Advisory Affiliate is defined as all officers, partners, or directors (or any person performing similar functions); all persons directly or indirectly controlling or controlled by you, and all of our current employees (other than employees performing only clerical, administrative, support or similar functions. Control is defined as the power, directly, or indirectly, to direct the management or policies of a person, whether through ownership of securities, by contract or otherwise.

pre-approval procedures for certain transactions, code violations reporting requirements, and safeguarding of material non-public information about client transactions. Further, VFS's Code of Ethics establishes VFS's expectation for business conduct. A copy of our Code of Ethics will be provided to any client or prospective client upon request.

### **Brokerage Practices**

Clients may choose any broker/dealer to implement the advice and recommendations offered by VFS. However, delay in implementing the advice can impact the outcome for the client. Furthermore, clients implementing only part of a plan will also impact the outcome.

VFS does not have any arrangements with any particular product vendor that would create an incentive for VFS to recommend a particular product over another.

### **Review of Accounts**

VFS does not review clients' plans without request from the client. Additional fees will be due as disclosed above under Fees and Compensation.

VFS recommends clients have their plans reviewed at least annually. However, if the client's financial situation changes or any changes occur that impacts the client economically, financially, or their status (i.e. marital status, care of dependents, job, etc), the plan should be reviewed and updated.

Additionally, VFS does not provide regular reports outlining the performance of the client's account since VFS does not provide management services. Clients will receive reports showing the activity in the client's account directly from their account custodian. VFS will provide clients with access to their plan and an electronic copy. If they prefer, they may request a printed copy of their plan.

### **Client Referrals and Other Compensation**

VFS does not compensate anyone for client referrals. However, clients are advised the advisory representatives will receive a portion of the advisory fee charged to the client and collected by VFS.

### **Custody**

VFS does not accept custody of clients' funds or securities. Additionally, VFS does not enter into relationships with clients such as partnerships, trustee arrangements or other relationships that would result in VFS being deemed to directly or indirectly have custody.

### **Investment Discretion**

VFS does not use discretion to implement any of the advice or recommendations offered. All implementation is at the full discretion of the client.

## Voting Client Securities

VFS does not vote client securities.

## Financial Information

VFS will not require or solicit clients to pre-pay more than \$500 six (6) or more months in advance of services being provided.

## Requirements for State Registered Advisers

The managing member of VFS is Megan Taylor. Information about her education and business background is provided below. Mrs. Taylor is not involved in any other business activity.

### *Education*

Name of School	City/State of School	Years Attended	Year Graduated	Degree	Major
Marquette University	Milwaukie, WI	1996			English/Education
Lansing Community College	Lansing, MI	1995 to 1996			General

### *Business Background*

Name of Employer	City/State of Employment	Type of Business	Title	Period of Employment
Vera Financial Solutions, LLC	Clarkston, MI	Advisory and Financial Planning	Managing Member	01/2013 to Present
Stay at home Mom	Clarkston, MI			01/1998 to Present
Personal Nanny	Lansing, MI	Childcare		08/1997 to 12/1997
Holy Cross	Lansing, MI	Daycare	Daycare Director	05/1997 to 08/1997
GAP	Okemos, MI	Retail	Head Cashier	10/1996 to 3/1997