

# BALANCE & DISCIPLINE, LLC

## FORM ADV 2A

8584 Washington St., #2106  
 Chagrin Falls, OH 44023-5369  
 info@balanceddiscipline.com  
 www.balanceddiscipline.com

July 30, 2020

This brochure provides information about the qualifications and business practices of Balance & Discipline. If you have any questions about the contents of this brochure, please contact us at info@balanceddiscipline.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 Balance & Discipline is also available on the SEC’s website at www.adviserinfo.sec.gov.

### Item 2 Material Changes

This is the initial brochure of the firm.

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### Item 4 Advisory Business

Balance & Discipline (BD) was founded in 2020 by Shawn Valco, CFP®. BD offers virtual financial planning to clients. Services provided include, but are not limited to:

- Holistic Financial planning
- Retirement Projections & Planning
- Legacy & Estate Planning
- Real Estate Purchase Reviews
- Employer Benefits Analysis
- Charitable Giving Planning
- Debt Management Planning
- Cashflow & Budgeting
- Investment Advisement & Consulting
- Insurance Analysis
- Taxation Planning

The process requires the client to schedule and pay for the services via the BD website. From there, the client is invited, but not obligated, to provide any material information or documents via a secure portal submitted for advisor review. The Advisor calls the client at the predetermined date and time and discusses the reason(s) for requesting service as well as answering questions and providing advice. Calls are generally 45 to 120 minutes in length. After the call, the advisor corresponds with the client(s) via email, any additional advice and follow-up recommendations or education. The client is encouraged to correspond with the advisor via email for 30 days after the end of the consultation call. After the 30 days is up, the contract is ended, and the relationship terminated automatically.

The investment advice offered is of consultation and recommendations based on the client’s expressed risk tolerance and goals. BD does not offer investment management services. However, BD may recommend specific custodians or securities for the client.

**Item 5 Fees & Compensation**

Clients pay BD a one-time fee up to \$249 in advance, submitted online via a third-party transaction service. BD never has access to client personal payment information. From time to time, at BD's complete discretion, fees could be reduced during special promotions or for relationship or referral discounts. Fees are not negotiable. If the client wants to engage in services again after the 30-day post-call period ends, another upfront payment will be due. The idea is for the engagements to be spaced out depending on a client's unique situation, but no more frequently than annually.

Implementation of the advisor's recommendation(s) are solely up to the client. The client may incur additional fees or costs during this process.

Clients not satisfied with the services provided by BD may request a money-back refund no later than 30 days after the end of the consultation call. The request must be received via email. The client is encouraged, but not obligated, to provide supporting feedback for the reasoning behind the refund request.

**Item 6 Performance-Based Fees & Side-By-Side Management**

Not applicable.

**Item 7 Types of Clients**

Services are available to individuals, trusts, and/or estates.

**Item 8 Methods of Analysis, Investment Strategies, & Risk of Loss**

Investment recommendations are primarily of low-cost index mutual funds and exchange traded funds (ETFs). These security types are chosen for low fees, global diversification, fund issuer track record, tax efficiency, liquidity, and more. Portfolios may be recommended with the client's risk tolerance and goals as primary factors.

Tax efficient allocation and recommended rebalancing strategies are subject to unique situation of each client.

Clients should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in any security involves risk of loss. Further, depending on the distinct types of investments there will be varying degrees of risk. Clients and prospective clients should be prepared to bear investment loss including loss of original principal.

BD is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines.

**Item 9 Disciplinary Information**

Neither the firm nor its employees have any disciplinary history.

**Item 10 Other Financial Industry Activities & Affiliations**

Not applicable.

**Item 11 Code of Ethics, Participation or Interest in Client Transactions & Personal Trading**

BD and its employees owe a fiduciary duty to clients to conduct their affairs in such a manner as to avoid serving their own personal interests ahead of clients, taking inappropriate advantage of their position with the firm, and any actual or potential conflicts of interest or any abuse of their position of trust and responsibility.

All employees have personal investments with an automated robo-advisor. This is to address any conflicts of interest as the employee relinquishes investment discretion to a third party implemented by the third party's automated system.

**Item 12 Brokerage Practices**

BD does not participate in any formal or informal soft dollar arrangements as the firm does not provide investment management services.

Clients are under no obligation to act on the

recommendations of BD and are free to select any broker/dealer or investment advisor they'd like to implement recommendations.

BD is not affiliated with any broker/dealer or other custodian. The primary factor in suggesting a broker/dealer or custodian is that the services of the recommended firm are provided in a cost-effective manner. While quality of execution at the best price is an important determinant, best execution does not necessarily mean lowest price and it is not the sole consideration. The trading process of any broker/dealer or custodian suggested by us must be efficient, seamless, and straightforward.

**Item 13 Review of Accounts**

Client financial plans and investments are reviewed during the time of the engagement, from payment up to 30 days after the consultation call ends.

**Item 14 Client Referrals & Other Compensation**

BD has a referral program established for clients and business to take advantage of. A maximum referral fee of \$25 per successful referral will be paid from BD to the referee. A successful referral is considered to be a client relationship that continues thru the 30-day post-call period to the end of the relationship without BD issuing a refund.

**Item 15 Custody**

Not applicable.

**Item 16 Investment Discretion**

Not applicable.

**Item 17 Voting Client Securities**

Not applicable.

**Item 18 Financial Information**

Not applicable.

**Item 19 Requirement for State-Registered Advisers**

Shawn Valco, CFP® has worked in the financial services industry since 2011, including jobs with Scottrade, Valmark Financial Group, and Kohmann

Bosshard Financial Services. He earned his bachelor's degree in finance from The University of Akron and holds the Certified Financial Planner (CFP®) designation.

## **BALANCE & DISCIPLINE, LLC FORM ADV 2B**

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This Brochure Supplement provides information about certain BD employees listed below that supplements the Firm Brochure you received above. If you have any questions about the contents of this brochure, please contact us at info@balancediscipline.com. Additional information about BD is available on the SEC's website at www.adviserinfo.sec.gov.

### **Certified Financial Planner™ (CFP®)**

Employees are required to hold their CFP® certification. Obtaining that certification requires that candidates meet the following criteria as set forth by the Certified Financial Planner Board of Standards:

- Hold a bachelor's degree or higher;
- Complete course training in financial planning;
- Pass a 6-hour multiple choice examination requiring the application of financial planning knowledge;
- Receive approval by the CFP Board, which requires passing an extensive background check and that the certificant adhere to a code of ethics.

### **Shawn Valco, CFP® | Principal**

Born 1986

B.A. Finance, The University of Akron

#### *Relevant Business Background*

Kohmann Bosshard, 2015-2020

Valco Wealth, 2014-2015

Valmark Financial Group, 2012-2014

Scottrade, 2011-2012

#### *Disciplinary Information*

None

#### *Other Business Activity*

None

#### *Additional Compensation*

None

#### *Supervision*

As the sole employee, self-supervision is required.

#### *State-Registered Adviser*

None