

Asset Management Group, Inc.

Part 2B of Form ADV: *Brochure Supplement*

LeGrand S. Redfield, Jr. CLU, ChFC, CFP®
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This brochure supplement provides information about LeGrand S. Redfield, Jr. that supplements the Asset Management Group, Inc. Firm Brochure. You should have received a copy of that brochure. Please contact LeGrand S. Redfield, Jr. if you did not receive Asset Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about LeGrand S. Redfield, Jr. is available of the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational Background and Business Experience

LeGrand S. Redfield, Jr. President and Chief Compliance Officer, Director Year of Birth: 1955

Education:

Mr. Redfield graduated from Lake Forest College in 1977 with a Bachelor of Arts degree.
He received his Chartered Life Underwriter (CLU)¹ designation from American College in 1985.
He received his Chartered Financial Consultant (ChFC)² designation from America College in 1988.
He became a Life Underwriter Training Council Fellow (LUTCF)³ in 1993.
He earned his Certified Financial Planner (CFP®)⁴ designation in 2011.
He earned his Chartered Advisor for Senior Living (CASL®)⁵ designation in 2013.
He earned his Accredited Wealth Management Advisor (AWMA) designation in 2017.

Business Background:

President, Director and Chief Compliance Officer, Asset Management Group, Inc., 04/1983 to present.
Registered Investment Advisor Representative of TLG Advisors, 9/2016-Present
Registered Representative of The Leaders Group, Inc., 9/2013 to present.
Registered Representative of Leigh Baldwin & Company, LLC, 02/2013 to 9/2013.
Registered Representative and Insurance Agent of Symetra Investment Services, Inc., 05/2004 to 12/31/2012.
Insurance Agent of a number of national insurance companies, 02/1979 to present.
Registered Representative and Insurance Agent of Woodbury Financial Services, Inc., 02/1994 to 05/2004.
Registered Representative of Equico Securities, Inc., 05/1979 to 02/1994.

Item 3. Disciplinary Information

Mr. Redfield does not have any history of disciplinary or regulatory events to disclose.

Item 4. Other Business Activities

AMG is an investment adviser registered with the SEC and a licensed insurance agency. Mr. Redfield is also separately licensed as a registered representative of TLG, an unaffiliated FINRA registered broker-dealer and member SIPC. Mr. Redfield is also a licensed insurance agent for one or more national insurance companies. He may spend as much as 50% of his time with all of these related activities.

Item 5. Additional Compensation.

AMG and/or its principal executive officer may, from time to time, receive incentive awards for the recommendation/introduction of investment products. The receipt of this compensation may affect AMG's judgment in recommending products to its clients.

Item 6. Supervision

LeGrand S. Redfield, Jr. as President, Director and Chief Compliance Officer of Asset Management Group, Inc., is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. Mr. Redfield reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Redfield's

securities transactions are collected in a timely fashion and are available for review by the appropriate regulatory authorities.

1. **Chartered Life Underwriter (CLU)**

The Chartered Life Underwriter (CLU) designation is awarded by The American College to insurance and financial services professionals who have met the College's three-year business experience requirement, passed its eight college-level education courses and agreed to abide by its code of ethics.

Overview:

The CLU designation is one of the oldest and most respected credentials in financial services, dating back to the late 1920's. It represents a thorough understanding of a broad array of personal risk management and life insurance planning issues and stresses ethics, professionalism and in-depth knowledge in the delivery of investment advice.

Educational Requirements:

CLU candidates must complete eight college-level courses, five required and three electives. The required courses include *Fundamentals of Insurance Planning, Individual Life Insurance, Life Insurance Law, Fundamentals of Estate Planning, and Planning for Business Owners and Professionals.*

Prerequisites / Experience:

Requires three-years of full time, relevant business experience.

Ethics:

CLU professionals must adhere to The American College's Code of Ethics, which includes the following professional pledge: "I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."

Examinations:

Requires eight closed-book, course-specific, two hour proctored exams.

Continuing Education:

30 hours of continuing education every two years.

2. **Chartered Financial Consultant (ChFC)**

The ChFC program is administered by the American College, Bryn Mawr, Pennsylvania. This designation has the same core curriculum as the CFP® designation, plus two or three additional elective courses that focus on various areas of personal financial planning. In addition to successful completion of an exam on areas of financial planning, including income tax, insurance, investment and estate planning, candidates are required to have a minimum of three (3) years experience in a financial industry position.

Overview:

The ChFC designation has been a mark of excellence for financial planners for almost thirty years and currently requires more courses than any other financial planning credential. The curriculum covers extensive education and application training in all aspects of financial planning, income taxation, investments and estate and retirement planning.

Educational Requirements:

ChFC candidates must complete nine college-level courses, seven required and two electives. The required courses include *Financial Planning: Process and Environment, Fundamentals of Insurance Planning; Income Taxation; Planning for Retirement Needs; Investments; Fundamentals of Estate Planning; and Financial Planning Applications.*

Prerequisites:

Requires three-years of full-time, relevant business experience.

Ethics:

ChFC professionals must adhere to The American College's Code of Ethics, which includes the following professional pledge: "I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."

Examinations:

Requires nine closed-book, course-specific, two-hour proctored exams.

Continuing Education;

30 hours of continuing education every two years.

3. **Life Underwriting Training Counsel Fellow (LUTCF)**

The LUTCF designation is conferred jointly by The American College and the National Association of Insurance and Financial Advisors (NAIFA) after successful completion of 300 designation credits and passing of exams in 6 courses. The courses are in the area of personal and business planning, including income tax, insurance, investment, estate planning and ethics.

4. **Certified Financial Planner® (CFP®)**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

5. Chartered Advisor for Senior Living® (CASL®)

Overview:

CASL® is a rigorous credential in the senior and retirement planning space, with curriculum that covers wealth accumulation, income distribution, and estate planning strategies for those preparing for or in retirement. Advisors taking this program commit between 250 & 300 hours of study and take about 18 months to complete the designation.

Educational Requirements:

Requires 5 college-level courses: Understanding the Older Client; Health and Long-Term Care Financing for Seniors; Financial Decisions for Retirement; Investments; and Fundamentals of Estate Planning.

Ethics:

CASL® professionals must adhere to the American College’s Code of Ethics, which includes the following professional pledge: “I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself.”

Examinations:

Requires five closed-book, course specific, two-hour proctored exams.

Continuing Education:

15 hours of continuing education every two years, with at least 10 of these hours in course work directly related to the material required to obtain the CASL® designation.

6. Accredited Wealth Management Advisor (AWMA®)

Overview:

Individuals who hold the AWMA® designation have completed a course of study encompassing wealth strategies, equity-based compensation plans, tax reduction alternatives, and asset protection alternatives. The program’s curriculum contains sections dedicated to behavioral finance, working with small business owners, and succession/exit planning. There is also an entire module specifically dedicated to the fiduciary and regulatory issues facing advisors. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations.

Educational Requirements:

The College for Financial Planning provides AWMA® students with a graduate-level education focusing on wealth management. Study materials are written and updated regularly by the College's full-time faculty who specialize in investments, insurance, taxation, retirement planning, and estate planning, and work closely with investment professionals to provide the most current information available.

Ethics:

AWMA® professionals must adhere to the College for Financial Planning Standards of Professional Conduct. The Standards of Professional Conduct establish minimum standards of acceptable professional conduct for persons authorized to use the College's designations. Violations are subject to disciplinary procedures.

Examinations:

Candidates must pass the comprehensive AWMA® Certification Examination. The examination, administered over 4 hours, tests the individual's ability to synthesize complex concepts and apply theoretical concepts to real-life situations.

Continuing Education:

Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.