

**Woodbury Financial Services, Inc.**

# **BROKER- DEALER FIRM BROCHURE**

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### SECTION 1: INTRODUCTION

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On behalf of Woodbury Financial Services, Inc. (“Woodbury” or the “Firm”), we would like to thank you for taking time to learn more about our firm, our people, and our services. While we hope that both the terms used and the subjects included in this brochure (“BD Firm Brochure” or “Brochure”) are familiar to you, in some cases they may not be. To assist you in better understanding the topics discussed in this Brochure, a brief explanation of several terms that are used throughout may be of benefit.

Woodbury is a broker-dealer. What that means is that we are a company that is in the business of buying and selling securities—stocks, bonds, mutual funds, and certain other investment products—on behalf of our customers. Individuals who are associated with broker-dealers and serve as representatives for retail customers buying and selling investment products—the personnel whom many people call brokers or registered representatives—are referred to by Woodbury as Financial Professionals (“Financial Professional(s)”, “FP” or “FPs”), and that is how they are described in this Brochure. Knowing who we and our Financial Professionals are should make it easier for you to navigate this Brochure, but if you have questions, or would like clarification regarding anything discussed in this Brochure, please ask your FP to assist you.

Regulation Best Interest (“Reg BI”) requires broker-dealers and their Financial Professionals to act in the best interest of a retail customer\* (“you”), and place your interests ahead of all others when making a recommendation of any securities transaction or investment strategy involving securities, including account recommendations and rollover/transfer of assets. Reg BI also requires that broker-dealers disclose the material facts relating to the scope of the terms of your relationship with your broker-dealer and FP.

The purpose of this Brochure is to foster your understanding of your relationship with Woodbury and your FP, and to help you evaluate any recommendations you receive.

When your FP makes a recommendation to you regarding any securities transaction or investment strategy involving securities (including account recommendations and rollover/transfer of assets), your FP should be providing the recommendation in your best interests at that specific time, without placing your FP’s financial or other interest ahead of your interests.

This Brochure is designed to help you obtain the facts needed when deciding the type of account(s), securities or services to help you obtain your investment objectives.

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### SECTION 2: INVESTMENT PHILOSOPHY

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The process by which Woodbury and its Financial Professionals develop their investment recommendations to retail customers is of fundamental importance to your understanding of what services are being provided, and whether those services are appropriate to your needs and goals. Woodbury’s philosophy is to provide its Financial Professionals with access to a diverse array of investments to support retail customer risk profiles, including, but not limited to, mutual funds, variable insurance products, fixed insurance products, alternative investments, 529 plans, and unit investment trusts (“UIT”) (collectively “Packaged Product” or “Packaged Products”), stocks and bonds. Packaged Products have sponsors (a “Packaged Product Sponsor”) which distribute the Packaged Products and manage the Packaged Product’s underlying investments. We review our Packaged Product Sponsors to ensure the

\* For Financial Professionals and retail customers located in Massachusetts, the retail customers covered by this Brochure include all current and prospective customers (including those outside the scope of a “retail customer” as defined by Regulation Best Interest), but shall not include a bank, savings and loan association, insurance company, trust company, registered investment company, broker-dealer registered with a state securities commission, a State- or SEC-registered investment adviser, or any other institutional buyer, as defined in 950 CMR 12.205(1)(a)6. and 950 CMR 14.401.

investments they offer are managed by experienced, cost conscious, and financially and organizationally strong companies. An important component of our investment philosophy involves performing due diligence on Packaged Product Sponsors. Our due diligence includes, but is not limited to, the following:

- Financial and organizational strength (years in the business, assets under management, depth of management, any recent or near future major organizational changes);
- Key personnel and their backgrounds, qualifications, experience, track records, tenure, and reliance on specific key employee(s);
- Market research performed in-house and the strength and experience of research staff;
- Investment methodology (for example, with respect to mutual fund sponsors, we review portfolio turnover rates, risk tolerance levels, models used/indicators tracked, how buy/sell decisions are made, as well as the performance of the investments net of fees); and,
- Compliance with securities laws as well as a review of litigation and/or criminal convictions involving the Packaged Product Sponsor, their principals and portfolio managers within the last 10 years.

Your FP will analyze the available investments and account types and provide you an account recommendation based on your investment profile including, but not limited to, your personal investment objectives and goals, time horizon, risk tolerance, financial situation, needs and personal circumstances.

If there are elements of your FP's investment philosophy that are not addressed in this Brochure, your FP will provide you with information detailing your FP's own investment approach.

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## SECTION 3: FINANCIAL PROFESSIONAL

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Your FP is a registered representative of Woodbury, a broker-dealer, and is registered through the Financial Industry Regulatory Authority ("FINRA") to sell and service investment products. Your FP is licensed as either a Series 6 or Series 7 Financial Professional.

- Series 6 is a securities license entitling a registered representative of a broker-dealer to sell mutual funds, UITs, 529 savings plans, variable annuities and variable life insurance. For providing this service the registered representative receives compensation in the form of a commission. Holders of the Series 6 license are not permitted to sell corporate or municipal securities, alternative investment programs, life insurance and options.
- Series 7 is a securities license entitling a registered representative of a broker-dealer to sell all types of securities products and investments (i.e., stocks, Exchange Traded Funds ("ETF"), options, bonds and other individual fixed income investments, annuities, mutual funds). For providing this service, the registered representative receives compensation in the form of a commission. Holders of the Series 7 license are not permitted to sell commodities, futures and life insurance.

Since your FP is a registered representative of a broker-dealer, your FP must comply with Regulation Best Interest and will take into consideration all types of accounts that could be offered when making the recommendation of an account that is in your best interest. Account recommendations include recommendations of securities account types generally (e.g., to open an IRA or other brokerage account), as well as recommendations to roll over or transfer assets from one type of account to another (e.g., a workplace retirement plan account to an IRA). In making recommendations to you associated with the services described in this Brochure, your FP is acting in the capacity of a registered representative of a broker-dealer. If this capacity changes at any point during the course of a recommendation, it will be disclosed to you at that time.

In your FP's capacity as a registered representative of a broker-dealer, your FP will not monitor your portfolio or investments on an ongoing basis. However, your FP may voluntarily, and without any agreement with you, review the holdings in your account for the purposes of determining whether to provide you with a recommendation. This voluntary review is not considered to be "account monitoring," and does not create an implied agreement with you to monitor the account.

In addition, your FP could be registered as an investment adviser representative ("IAR") of a registered investment adviser ("RIA") firm. If your FP is registered as an IAR, the FP would also be able to provide advisory services as well as the products and services mentioned above. When a FP is acting in an advisory capacity, you will receive the RIA firm's Form ADV brochure.

Lastly, your FP could be registered as an insurance agent. If your FP is registered as an insurance agent, the FP would be able to sell insurance products as well as the products and services mentioned above. Your FP will explain what products he/she is able to sell, and you can log onto FINRA's [BrokerCheck](#), to review your FP's licenses and financial industry background as well.

Please also refer to [Woodbury's Form CRS](#) to learn more about the Firm.

SECTION 4: SERVICES

Your relationship begins with your FP working with you to identify your investment profile (investment goals and objectives, as well as risk tolerance). Your FP will then develop a recommendation or recommendations designed to complement your financial situation, needs and personal circumstances, and the recommendation will be in your best interest.

Depending on your needs and investment objectives, your FP will provide services through a brokerage relationship, investment advisory relationship or both. There are important differences between these relationships as it relates to types of services and accounts, such as the following:

- Brokerage services are when your FP and Woodbury (as a broker-dealer) facilitates the execution of investment transactions for a commission, through a brokerage account or through an account held directly at a Packaged Product Sponsor, based on your instructions. Your FP will be licensed as a Series 6 or Series 7 financial professional. Additional services your FP offers are investment education, research, financial tools, and personalized guidance such as recommendations. These recommendations, which will be based on your investment goals, objectives, and risk tolerance, are focused on items such as whether to buy, sell or hold a security or securities, what type of an account to open (taxable, qualified), and if you should transfer/rollover assets from another account, such as a retirement plan account. Your FP will not be providing ongoing monitoring of your account(s) portfolio, so it is important for you to review your account(s) regularly and communicate with your FP whenever you have questions, or if your financial situation, needs or personal circumstances change.
- Advisory services are when your FP and Woodbury (as an SEC registered investment adviser and as a fiduciary) provides ongoing investment advice and monitoring service of your account(s) for a fee. This service may be on a discretionary basis, which means that your FP can place trades, rebalance your portfolio or make other investment decisions for your account without first discussing with you and obtaining your approval. Other services your FP can provide are financial planning, non-discretionary consultation, and advice on the selection of professional asset managers. To provide these advisory services, your FP is required to obtain a specific license (Series 65 or 66) or obtain an equivalent professional industry designation (depending on the state your FP is in) and be listed as an IAR under Woodbury. You can ask your FP or check FINRA's [BrokerCheck](#) to see if your FP is able to provide advisory services.

This Brochure is focused on describing a brokerage service relationship to you. However, when evaluating which type of relationship is best for you, consider the following:

Brokerage vs Advisory Services		
Brokerage Services		Advisory Services
Broker-Dealer	<i>Affiliation</i>	Registered Investment Advisor
Registered Representative “Broker”	<i>Relationship Manager</i>	Investment Advisor Representative “Advisor”
Less frequent, often initiated by retail customer	<i>Contact</i>	As needed, usually initiated by advisor
Commission	<i>Compensation</i>	Fee
Pay when you transact	<i>Payment Timing</i>	Pay a fee, usually based on a percentage of the value of your assets under management
Requires your approval for each transaction	<i>Investment Discretion</i>	Can make discretionary investment decisions for you based upon your prior guidance, goals and risk tolerance

Below are some questions you might want to think about and ask your FP:

- Do you want or need someone to manage your account(s)?
- Or do you want to make all your investment decisions and only receive advice when you ask for it?
- Do you want someone to monitor your account(s) and provide ongoing investment advice?
- Or do you just want someone there if you have a question about your account or an investment?
- Do you have an active investment strategy of wanting to buy/sell when any type of financial or economic situation or opportunity presents itself?

- Or do you have a passive investment strategy of buy-and-hold for a long period of time and not influenced by financial or economics swings?
- Do you mind paying an ongoing fee for your FP's services?
- Or would you rather pay your FP for each transaction he/she helps you with?

In addition to the questions above, [Woodbury's Form CRS](#) contains several "Conversation Starters" that you can use as discussion points with your FP in determining what services are right for you. It is our goal for you to be as informed as possible regarding your investment options, and both Woodbury and your FP are available to explain our services in greater detail should you need any further information.

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## SECTION 5: PLATFORM / PROGRAMS

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Woodbury offers a number of brokerage account platforms and services through our custodian, Pershing, with the following key features and characteristics:

### 1. Pershing

Pershing acts as custodian on behalf of Woodbury for your brokerage account(s) (qualified and non-qualified). If you open an account(s) at Pershing, you can deposit funds and buy or sell investments through Woodbury at the custodian.

- **Accounts:** Woodbury offers different types of accounts based on the owner(s) of the account and if the account receives special tax treatment (Qualified accounts) or not (Non-Qualified or Taxable accounts). There are differing benefits and restrictions based on the account types selected, owners and beneficiaries. Your FP will discuss these with you based on your individual circumstance and needs.
- **Fees:** Fees are dependent on the type of program, account, investments and service relationship you select. The basic fees that you will be charged include, but are not limited to: transaction fees, ticket charges, annual check-writing fee, inactive account fees, account termination fees, account transfer fees, margin/option/reorganization fees, loan fee, investment expenses, FP's commission or FP's advisory fee and program fee. To get details about the fees, go to each program outlined below.
- **Programs:** Different programs are offered through Pershing and they vary by the types of accounts, investments and services offered as follows:
  - **DirectChoice Program:** This is Woodbury's no-transaction fee mutual fund-only brokerage program. You can set up individual and joint non-qualified and qualified accounts (such as Traditional and Roth IRAs) on the Platform. All purchases are made in 'A' share class funds. Existing A, B and C share classes from participating sponsors may be transferred in. To invest through the DirectChoice Program, you will enter into a client agreement with your FP and establish a DirectChoice brokerage account through Woodbury at Pershing. The fees and restrictions are outlined below.
    - **Fees:**
      - There is no annual maintenance/custodial fee, account minimum fee, account inactivity fee, transaction fees, paper confirm/statement fee or contribution/deposit fee.
      - There is an account termination fee for IRAs and other additional fees related to optional account features and services, including, but not limited to: having a checking account option, Fed Fund wire, delivery of an overnight check, insufficient funds, margin account rates, etc. You can view the dollar amount of these fees at: [DirectChoice Program Fees](#).
      - For details on all the expenses for a specific mutual fund, refer to the prospectus for each mutual fund, which you can find on the mutual fund sponsor's website or obtain from your FP.
    - **Restrictions:**
      - Woodbury selected a group of mutual fund sponsors to offer their mutual funds in the program. Here is the current list of [DirectChoice MF sponsors](#).
      - A share class mutual funds of the select group of mutual fund sponsors in the program are offered. To obtain more information about each of the mutual fund sponsors and their A share class mutual funds, refer to the prospectus for each mutual fund, which you can find on the mutual fund sponsor's website or obtain from your FP.

- **Retail Program:** The Retail Program offers you an expansive array of investment options from stocks, exchange-traded products, bonds, UITs, Notes, CDs and mutual funds. You will have access to trade on margin and do options trading. You can set up individual, joint, non-qualified and qualified accounts. To invest through the Retail Program, you will enter into a client agreement with your FP and establish a retail brokerage account with Pershing as custodian. The fees and restrictions are outlined below.
  - *Fees:*
    - Annual maintenance/custodial fee, account termination fee, account minimum fee, account inactivity fee, transaction fees, paper confirm/statement fee, contribution/deposit fee.
    - There are additional fees related to optional account features and services, including, but not limited to: having a checking account option, Fed Fund wire, delivery of overnight check, insufficient funds, margin account rates, option transaction fee, etc. You can view the dollar amount of these fees by going to the following disclosure link [Pershing Retail Brokerage Fees](#).
  - *Restrictions:*
    - Woodbury approved, based on due diligence, a select group of mutual fund sponsors to offer their mutual funds. For the list of mutual fund sponsors and to obtain more information about each of the mutual fund sponsors and their share class mutual funds being offered, ask your FP or refer to the prospectus for each mutual fund, which is located on the mutual fund sponsor's website.
    - Subject to limited exceptions, the no-load and institutional share class mutual funds of the select group of mutual fund sponsors are not offered.
    - Your FP cannot recommend a bond that is below investment grade.
    - Your FP can only recommend structured products through the primary market, not the secondary market.
    - Your FP can only recommend ETFs through the secondary market. Also, your FP cannot recommend leveraged, inverse, or volatility-linked ETFs to you.
- **Mutual Fund-Only Retail Program:** This is Woodbury's mutual fund-only IRA brokerage program. You can set up qualified accounts (IRAs only) in this Program. To invest through the Mutual Fund-Only Retail Program, you will enter into a client agreement with your FP and establish an IRA brokerage account at Woodbury through Pershing. The fees and restrictions are outlined below.
  - *Fees:*
    - Account termination fee, transaction fees, contribution / deposit fee.
    - There are additional fees related to optional account features and services such as having a checking account option, Fed Fund wire, delivery of overnight check, insufficient funds, margin account rates, etc.
    - To view the dollar amount of these fees, go to the following disclosure link: [Pershing Retail Brokerage Fees](#).
    - There is no annual maintenance/custodial fee, account minimum fee, paper confirm/statement fee.
    - For details on all the expenses for a specific mutual fund, refer to the prospectus for each mutual fund, which is located on the mutual fund sponsor's website, or obtain from your FP.
  - *Restrictions:*
    - Woodbury approved, based on due diligence, a select group of mutual fund sponsors to offer their mutual funds. For the list of mutual fund sponsors and to obtain more information about each of the mutual fund sponsors and their share class mutual funds which are being offered, ask your FP and refer to the prospectus for each mutual fund, which is located on the mutual fund sponsor's website.
    - Subject to limited exceptions, the no-load and institutional share class mutual funds of the select group of mutual fund sponsors are not offered.
- **Personal Retail Program:** This is Woodbury's Retail Program limited to Woodbury FPs and their immediate family members (spouse and dependents claimed on tax return). This includes corporate and retirement plan accounts where the FP has a beneficial interest. The Personal Retail Program allows this select group of customers to set up a Retail Program Account with the benefit of discounted transaction and other fees, which are stated below. Everything else related to this Personal Retail Program Account will follow the Retail Program outlined above. The fees are outlined on the next page.

— Fees:

- Annual maintenance/custodial fee, account termination fee, account minimum fee, transaction fees, paper confirm / statement fee, contribution / deposit fee.
- There are additional fees related to optional account features and services, including, but not limited to: having a checking account option, Fed Fund wire, delivery of overnight check, insufficient funds, margin account rates, etc. You can view the dollar amount of these fees by going to the following disclosure link: [Pershing Retail Brokerage Fees](#).

- **No Transaction Fee Programs:** This is the no commission / no transaction fee / no redemption fee traditional brokerage account program at Pershing. It allows you to buy, sell, or exchange a select group of mutual funds (no load, institutional, Class A shares at net asset value or “NAV”) and ETFs without paying a commission, transaction fee and redemption fee. You can set up individual, joint, non-qualified and qualified accounts. To invest through the No Transaction Fee Program, you will enter into a client agreement with your FP and establish a Retail Program account on a fully disclosed basis with the Firm. The No Transaction Fee Programs follow the Retail Program outlined above, except for the additional requirements below.

— *Purchase and Sales Requirements:*

- The mutual fund / ETF being purchased is required to be on the approved No Transaction Fee Program list.
- There are certain mutual funds within the No Transaction Fee Program where a \$10 surcharge fee will be charged to you when you buy and redeem them. For a list of these mutual funds, ask your FP.
- \$500 minimum initial and subsequent mutual fund purchase amount for all types of accounts in the No Transaction Fee Program.
- The purchased mutual fund must be held in the No Transaction Fee Program for at least two months in order for the redemption fee to be waived.
- The purchase of No Transaction Fee Program ETFs are only allowed in advisory program accounts.
- No minimum initial and subsequent ETF purchase amounts.
- No holding period for an ETF purchase before it can be sold.

## 2. Direct Sponsor Business

Direct Sponsor Business is where your financial account and the assets inside are held directly with a Packaged Product Sponsor. The investments you can purchase and hold in that account are the investments the specific sponsor offers. The specific sponsor dictates the types of accounts you can set up, the investments you can purchase, the fees associated, etc. Direct Sponsor Business is available for mutual funds, annuities, alternative investments, variable life insurance, 529 Plans and Third-Party Custodial IRA Program. Please see the material provided by each of the Direct Sponsor Businesses for details on each offering. The [FP Compensation Disclosure](#) provides detail on the compensation your FP will receive in connection with each one of these offerings.

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## SECTION 6: RISKS

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You should carefully consider your risk tolerance, time horizon, and financial objectives before making investment decisions. By investing, you are assuming the possibility of losing money or losing purchasing power (when your money does not grow as fast as the cost of living). Risk can be classified into many different categories, and by knowing the various risk categories you can better manage your own expectations and potentially avoid or reduce certain kinds of risk.

Woodbury believes that any investment discussion should include the individual and market risks that you ought to know in order to make informed decisions about your money. Our goal is to supply you with information so that you can make an educated decision regarding your investments. Before you choose to invest with us, we suggest you consider the following steps put forward by the SEC:

- **Draw a personal financial roadmap.** Before you make any investing decision, sit down and take an honest look at your entire financial situation.

- **Evaluate your comfort zone in taking on risk.** All investments involve some degree of risk. If you intend to purchase securities—such as stocks, bonds, or mutual funds—it’s important that you understand before you invest that you could lose some or all your money. Unlike deposits at FDIC-insured banks and NCUA-insured credit unions, the money you invest in securities typically is not federally insured. You could lose your principal, which is the amount you’ve invested. That’s true even if you purchase your investments through a bank.

The reward for taking on risk is the potential for a greater investment return. If you have a financial goal with a long-time horizon, you are likely to make more money by carefully investing in asset categories with greater risk, like stocks or bonds, rather than restricting your investments to assets with less risk, like cash equivalents. On the other hand, investing solely in cash investments may be appropriate for short-term financial goals. The principal concern for individuals investing in cash equivalents is inflation risk, which is the risk that inflation will outpace and erode returns over time.

- **Consider an appropriate mix of investments.** By including asset categories with investment returns that move up and down under different market conditions within a portfolio, an investor can help protect against significant losses. Market conditions that cause one asset category to do well may cause another asset category to have average or poor returns. By investing in more than one asset category, you may reduce the risk that you’ll lose money and your portfolio’s overall investment returns might be more consistent.

In addition, asset allocation is important because it has major impact on whether you will meet your financial goal(s). If you don’t include enough risk in your portfolio, your investments may not earn a large enough return to meet your goal(s). For example, if you are saving for a long-term goal, such as retirement or college, most financial experts agree that you will likely need to include at least some stock or stock mutual funds in your portfolio. Please note that diversification does not assure a gain nor does it protect against a loss of your principal.

- **Be careful if investing heavily in shares of employer’s stock or any individual stock.** One of the most important ways to lessen the risks of investing is to diversify your investments. It’s common sense: don’t put all your eggs in one basket. By picking the right group of investments within an asset category, you may be able to limit your losses and reduce the fluctuations of investment returns without sacrificing too much potential gain.
- **Consider dollar-cost averaging.** Through the investment strategy known as “dollar-cost averaging,” you can protect yourself from the risk of investing all your money at the wrong time by following a consistent pattern of adding new money to your investment over a long period of time. By making regular investments with the same amount of money each time, you will buy more of an investment when its price is low and less of the investment when its price is high. Individuals that typically make a lump-sum contribution to an individual retirement account either at the end of the calendar year or in early April may want to consider “dollar-cost averaging” as an investment strategy, especially in a volatile market.
- **Consider rebalancing your portfolio occasionally.** “Rebalancing” means bringing your portfolio back to your original asset allocation mix. By rebalancing, you’ll ensure that your portfolio does not overemphasize one or more asset categories, and you’ll return your portfolio to a comfortable level of risk.

If you would like additional information, a more in-depth discussion of these and other risk considerations when making an investment decision can be found on the [SEC’s Information for Investors website](#).

## 1. General Investment Risks

In addition to the personal risk considerations discussed above, Woodbury believes it is important for you to understand the risks associated with each recommendation and investment type available. The following is a summary of some of the general risks associated with investing. Please note that this list is not exhaustive, and is provided as an indication of some of the factors that can impact the value of your investments:

### Business risk

This is the risk that the strength of the company you are buying a piece of ownership in (a stock, for example) or are loaning money to (a bond, for example) affects your potential returns. Your returns from the stock purchase or bond purchase are influenced by factors like the company going out of business, or going into bankruptcy, or having a viable and strong revenue stream from the products or services it sells that is not over-shadowed by expenses. If a company goes bankrupt and its assets are liquidated, common stockholders are the last in line to share in the proceeds.

### Call risk

This is the risk that your bond or other fixed-income investment will be called or purchased back from you when conditions are favorable to the product issuer and unfavorable to you.

**Concentration risk**

This is the risk of loss because your money is concentrated in one investment or type of investment. When you diversify your investments, you spread the risk over different types of investments, industries and geographic locations.

**Credit risk**

This is the risk that the government entity or company that issued the investment will run into financial difficulties and won't be able to pay the interest or repay the principal at maturity. Credit risk applies to debt investments such as bonds. You can evaluate credit risk by looking at the credit rating of the bond or the issuer. For example, long-term U.S. government bonds currently have a credit rating of AAA, which indicates the lowest possible credit risk.

**Currency risk**

This is the risk of losing money because of a movement in the exchange rate. For example, if the U.S. dollar becomes less valuable relative to the Canadian dollar, your U.S. stocks will be worth less in Canadian dollars. This applies when you own foreign investments.

**Default risk**

This is the risk that a bond or other fixed-income investment issuer is unable to pay the contractual interest or principal on the product in a timely manner or at all.

**Financial risk**

This is the risk that the companies you invest in will perform poorly, which affect the price of your investment. You can't eliminate financial risk; however, you may be able to minimize the impact through diversification.

**Foreign Investment risk**

This is the risk of loss when investing in foreign countries. When you buy foreign investments, such as shares of companies in emerging markets, you face risks that do not exist in the United States (for example, the risk of nationalization).

**Horizon risk**

This is the risk that your investment time horizon may be shortened due to a foreseen or unforeseen event, thus requiring you to sell the investment(s) that you were expecting to hold for a longer term. If you must sell at a time when the markets are down, you may lose money.

**Inflation risk**

Inflation risk, also called purchasing power risk, is the chance that the cash generated by an investment today won't be worth as much in the future. Changes in purchasing power due to inflation may cause inflation risk. There are investments that help minimize inflation risk.

**Interest Rate risk**

This is a risk that can affect the value of bonds or other fixed-income investments you may purchase. When interest rates rise, the market value of bonds fall. When interest rates fall, the market value of bonds rise.

**Liquidity risk**

Liquidity risk arises when an investment can't be bought or sold quickly enough to prevent or minimize a loss. You may be able to minimize this risk by diversifying. A good option is index investing where risk is diversified over the various stocks held in a portfolio tracking a particular index. You can't invest directly in an index.

**Manager risk**

This is the risk that an actively managed mutual fund, exchange traded fund, or closed-end fund's manager will fail to execute the fund's stated investment strategy.

**Market risk**

This is the risk that the stock market will decline, decreasing the value of the securities owned. Stock market bubbles and crashes are good examples of heightened market risk. You can't eliminate market risk; however, you may be able to minimize the impact through diversification.

**Political and Government risk**

This is the risk that the value of your investment will be affected by the introduction of new laws or regulations.

## Reinvestment risk

This is the risk of loss from reinvesting principal or income at a lower interest rate.

## 2. Specific Investment Risks

Woodbury and your FP offer various types of investments. The different types of investments we offer and their potential risks are described below.

- **Stock:** A stock, also known as “shares” or “equity,” gives the stock owner a proportionate ownership position in the company that issues the stock. It entitles the stockholder (you) to that proportion of the company’s assets and earnings.
  - Major risks: Business, Concentration, Currency, Financial, Foreign Investment, Inflation, Market, Political and Governmental
- **Bonds:** This is a fixed income investment that represents a loan by you (the investor) to a borrower (typically a company, government/municipality, or governmental agency).
  - Major risks: Business, Call, Credit, Default, Financial, Inflation, Interest Rate, Liquidity, Reinvestment
- **Notes (Including Structured Products):** This is a fixed-income investment where you (the investor) purchase a secured debt (or other assets) and become the lender, after which you receive payments (principal and interest) over a specific period (usually a shorter time period than a bond) from the borrower.
  - *Types:*
    - *Principal Protected Note (PPN):* This is a fixed-income security that guarantees a minimum return equal to the investor’s initial investment (the principal amount), regardless of the performance of the underlying assets.
    - *Non-Principal Protected Note (NPPN):* This is a fixed-income security that does not guarantee a minimum return equal to the investor’s initial investment (the principal amount), because it allows investors to customize the date of return to suit their investment needs. NPPNs can be linked to a variety of underlying investments including indices, single stocks, portfolios of shares, industry sectors, commodities and currencies.
    - Major risks: Call, Credit, Default, Inflation, Interest Rate, Liquidity, Reinvestment
- **Certificate of Deposit (CD):** This is a fixed-income investment where you (the investor) deposits a sum of money for a specified period and you will receive either a specific rate of interest or a rate of interest linked to an index with a capped gain. Certain CDs can be FDIC insured.
  - Major risks: Call, Default, Inflation, Interest Rate, Reinvestment
- **Unit Investment Trust (UIT):** This is where a U.S. financial company buys or holds a group of securities, such as stocks or bonds, and makes them available to investors as redeemable units. UITs have a stated expiration date based on what investments are held in their portfolio; when the portfolio terminates, investors get their share of the UIT’s net assets.
  - Major risks: Business, Credit, Interest Rate, Liquidity, Market, Reinvestment
- **Exchange Traded Fund (ETF) and Exchange Traded Note (ETN):** An ETF is a basket of securities that trades on an exchange (open stock market), just like a stock and it seeks to track an underlying index. ETF share prices fluctuate throughout the trading day as the ETF is bought and sold; this is different from mutual funds that only trade once a day after the market closes. An ETN is a debt instrument that mimics the performance of a basket of securities but does not actually hold them for the benefit of the investor. An ETN is an obligation of the issuing company, often an investment bank.
  - Major risks: Concentration, Currency, Foreign Investment, Inflation, Liquidity, Manager, Market, (for ETN: Credit risk)
- **Mutual Fund:** This is a type of investment vehicle consisting of a portfolio of stocks, bonds, or other securities. Mutual funds give small or individual investors easier access to diversified, professionally managed portfolios. Mutual funds are divided into several kinds of categories, representing the kinds of securities they invest in, their investment objectives, and the type of returns they seek. Mutual funds charge annual fees (called expense ratios) and, in many cases, commissions, which can affect their overall returns. Most mutual funds offer you different types of shares, known as “classes.” Each class invests in the same portfolio of securities and has the same investment objectives and policies. But each class has different shareholder services and/or distribution arrangements with different fees and expenses. With an open-end fund, if you want to buy shares, the management company will sell them to you. They will take your money, add it to the portfolio, and create more shares. You always transact shares of an open-end fund with the issuing fund company, never on the secondary market.

- **Mutual Fund Share Classes:** Many mutual funds offer more than one class of shares, commonly including Class A or C shares, in order to accommodate different investment needs and time horizon. Each share class represents an interest in the same mutual fund's investment portfolio but with different fees and expenses.
- **Class A Shares:** Class A shares typically assess a front-end sales charge at the time of purchase. However, they have lower annual operating expenses than C shares and generally offer a reduced sales charge based on defined thresholds of dollars invested in the same family of funds. These reduced sales charges may be achieved through the following:
  - Breakpoint – Purchases that exceed certain thresholds that qualify you for a reduced front end sales charge. Breakpoints typically begin at \$25,000 and offer increasing discounts as holdings reach higher thresholds.
  - Rights of Accumulation (ROA) – Aggregation of holdings from prior purchases within the same fund family can be added to the value of a new purchase for breakpoint purposes. This aggregation may allow for all accounts of your household to qualify for reduced sales charge based on total investments within the fund family and across registrations of the household.
  - Letter of Intent (LOI) – This pledge to a fund family allows the investor to receive a reduced sales charge on all purchases if the investor commits to purchasing a breakpoint eligible amount within 13 months.
- **Class C Shares:** Class C shares typically do not assess a front end sales charge. C shares do, however, assess a contingent deferred sales charge (CDSC) if the shares are sold within 12 months from the purchase date. C shares typically carry higher expenses than A shares of the same fund. The expense ratio varies from fund family to fund family but is typically about .75% greater for C shares than A shares. C shares typically do not convert to A shares upon expiration of the CDSC or thereafter.
- **Other Share Classes:** Some fund families may have other shares classes but the shares classes noted above are the primary classes of shares. Please consult the prospectus for the fund family you are considering for details about other shares classes, if applicable.
- **Share Class Selection:** There are a number of factors that can impact your decision on share class selection. Some of those factors include the following:
  - While it is common for an investor to diversify their mutual fund holdings among several mutual fund families, you should carefully evaluate the benefits and the costs of doing so. For example, investing in mutual funds offered by multiple fund families may preclude you from being able to take advantage of breakpoints that would otherwise be available had you invested through one fund family. Prior to making any mutual fund investment, you should always carefully review the sales charges associated with that transaction and evaluate how those charges will be affected by mutual fund investments you have previously made or that you intend to make in the future.
  - Long-term investors who intend to hold mutual funds within that same fund family for a number of years generally will find A shares to be a good option particularly for larger breakpoint eligible investment amounts within a fund family.
  - An investor that is looking for asset allocation flexibility across fund families will generally find C shares to be a good option. That flexibility generally come with greater expenses if the funds are held long-term which may negatively impact performance.
- **Time Horizon:** It should be noted that your Time Horizon is the length of time before you plan to withdraw most or all of your funds from the account. You may have a different Time Horizon for a portion of the funds in your account or a Time Horizon for specific investments within the accounts. In other words, a Long Time Horizon does not necessarily translate into use of A shares because while the account level Time Horizon may be long the individual holdings in the account may have the potential for shorter term holding periods.
- Major risks: Concentration, Currency, Foreign Investment, Inflation, Manager, Market
- **Annuity:** This is a long-term investment that is issued by an insurance company designed to help protect the annuitant from the risk of outliving the income generated by their deposits into the contract. Because these are long-term vehicles, annuity contracts include contingent deferred sales charges ("CDSCs") that would result in a forfeiture of a percentage of account value if surrendered prior to their expiration, typically three to 10 years depending on the contract. Annuities have two phases. Phase one of the annuity contract is known as the accumulation phase, where deposits are designed to accumulate on a tax-deferred basis. During the accumulation phase contract holders can choose annuities with any one or, in some cases, a combination of the following accumulation account options:
  - **Variable Annuity:** This is a tax-deferred retirement contract that allows you to choose from a selection of investments called subaccounts. These investments are designed to provide contract holders with a diversified investment portfolio in a specified asset class or general investment strategy. Subaccounts are managed by an investment specialist or a team of specialists who make decisions to manage the subaccount based on the stated objective. Each subaccount will have a unique expense ratio based on the services provided by the investment specialist team. For example, a subaccount designed to follow the return of

a stock index, such as the S&P 500 will have a lower expense ratio than a subaccount seeking to actively manage a portfolio based on a stated objective.

— Major risks: Business, Credit, Liquidity

- **Investment-only Variable Annuity (IOVA):** This is a type of annuity contract that provides you with a simple way to set aside taxable assets in a tax-deferred entity focused on investments only. Unlike most variable annuities which offer living income stream and death benefits (for a cost), IOVAs only offer investments and the ability to access the assets without penalty as early as age 59 ½.

— Major risks: Business, Liquidity, Market

- **Registered Index Linked Annuity (RILA):** This is a type of annuity contract that calculates account value adjustments based on the performance of a specified market index, such as the S&P 500. The account value will receive protection against market losses typically through a buffer (carrier accepts the first xx% of losses and the account accepts any additional losses in market value) or a floor (the account accepts the first xx% of losses and the carrier accepts any additional losses in market value). This protection is in exchange for limiting gains in account value to a cap (a maximum account value increase of xx%) or a participation rate (account participates in xx% of the market gains). Fees and caps may limit the potential upside. At the end of the sample period, the account value could increase or decrease.

— Major risks: Business, Liquidity, Market

Phase two of the annuity contract is known as the annuitization phase. This option converts your purchase payments (what you contribute) and accumulated growth (if any) into periodic payments that can be paid out under various payment options, including a lifetime option. Annuities can provide investors with additional benefits above and beyond tax deferred growth in the form of living benefits or enhanced death benefits including but not limited to the following.

- **Guaranteed Minimum Withdrawal Benefit (GMWB):** Guarantees investors a stream of lifetime income based on a percentage of the contract's benefit base. Lifetime GMWB payments are available without having to immediately annuitize the contract.
- **Guaranteed Minimum Accumulation Benefit (GMAB):** Guarantees a certain portion of the investment is returned to the contract owner regardless of the performance of the subaccounts.
- **Guaranteed Minimum Death Benefit (GMDDB):** Guarantees an enhanced benefit to the contract owner's beneficiaries regardless of the account value on the date of death. These benefits can be based on a return of the initial investment, the highest contract value on the contract's anniversary over a specified period of time or increase at a specified percentage over a period of time.
- **Life Insurance:** This is designed to pay a sum of money at the death of an insured person or group of insured individuals. Life insurance payments are typically income tax free and are designed to replace income lost due to the death of the insured or for multiple estate planning scenarios. Life insurance is categorized as term (viable for a specific period of time) or cash value (can be designed to remain in effect for the insured's entire life). Cash value life insurance allows contract owners to invest the accumulated cash value in one or a combination of the following options:
  - **Variable Life:** This allows you to choose from a selection of investments called subaccounts. These investments are designed to provide contract holders with a diversified investment portfolio in a specified asset class or general investment strategy. Subaccounts are managed by an investment specialist or a team of specialists who make decisions to manage the subaccount based on the stated objective. Each subaccount will have a unique expense ratio based on the services provided by the investment specialist team. For example, a subaccount designed to follow the return of a stock index, such as the S&P 500 will have a lower expense ratio than a subaccount seeking to actively manage a portfolio based on a stated objective.
  - Major risks: Business, Liquidity
- **Structured Settlement:** This is an alternative method of settling or converting the funds received from a claim or lawsuit by means of a combination of cash and future periodic payments. Payments are generally funded with a specialized commercial annuity and the payout can be customized for the claimant's situation. A highly rated life insurance company issues the specialized annuity and administers the payments. The ownership and obligation to make the future payments generally lies in the hands of a third-party company known as an Assignee.
  - Major risks: Business, Inflation, Liquidity

- **529 Investment:** A 529 plan is a college savings plan that offers tax and financial aid benefits. 529 plans may also be used to save and invest for K-12 tuition in addition to college costs. The investments in 529 plans can include various mutual funds and ETFs and are offered as a single investment as well as in risk-based or enrollment (or age-based) portfolios.
  - *State-Specific Considerations*
    - Depending upon the laws of your home state and/or the home state of the designated beneficiary, favorable state tax treatment or other benefits offered by your home state for investment in a 529 Plan may be available only if you invest in your home state's 529 plan.
    - If you contribute to a 529 Plan offered by a state in which you are not a resident, you should consider whether your, or your designated beneficiary's home state offers any state tax or other benefits, which may include financial aid, scholarship funds and protection from creditors, only available for investments in such state's qualified tuition program.
    - For additional details on the risks, Federal and State tax treatment, share classes, costs and fees of 529 plan investments, refer to the 529 Plan Brochure and the 529 Plan Official Statement/Plan Description, which is located on the 529 plan sponsor's website, or obtain from your FP.
  - Major risks: Concentration, Currency, Foreign Investment, Horizon, Market
- **1031 Exchange:** An alternative investment, this real estate exchange gets its name from Section 1031 of the U.S. Internal Revenue Code, which allows the seller of an investment property to defer paying capital gains taxes when the investment property is sold and reinvest the proceeds from the sale within certain time limits in a property or properties of a like kind and of equal or greater value.
  - Major risks: Business, Concentration, Credit, Financial, Inflation, Interest Rate, Liquidity, Political and Government
- **Closed-end Fund:** This is a type of investment vehicle where, at fund inception, the investment company raises a set amount of money and issues a specific number of shares. No new shares are created after that point. Investors can buy the fund shares only on the secondary market, from someone else who is selling shares. Like stocks, closed-end fund shares can be traded at any time of the day when the market is open. The shares reflect market values rather than the net asset value of the fund itself.
  - Major risks: Concentration, Currency, Foreign Investment, Inflation, Manager, Market
- **Hedge Fund:** This is an alternative investment that is operated by a manager who invests the money into different assets to achieve the fund's goals. Hedge funds got their name from investors holding both long and short stocks in various funds, to make sure they generated a gain despite market fluctuations (called "hedging").
  - Major risks: Business, Concentration, Currency, Interest Rates, Liquidity, Market
- **Exchange Fund:** This is an alternative investment which is also known as a swap fund. It is an arrangement between a product sponsor and concentrated shareholders of different companies that pools shares and allows you to exchange your large holding of a single stock for units in the entire pool's portfolio.
  - Major risks: Business, Concentration, Liquidity, Market
- **Interval Fund:** This is a type of investment company that periodically offers to repurchase its shares from shareholders. These shares typically do not trade on the secondary market. These shares are subject to periodic repurchase offers by the fund at a price based on net asset value.
  - Major risks: Credit, Liquidity, Market
- **Managed Futures:** This is an alternative investment where a portfolio of futures contracts is actively managed by professionals. Managed futures are often used by funds and institutional investors to provide both portfolio & market diversification.
  - Major risks: Foreign Investment, Horizon, Inflation, Interest Rate, Market
- **Non-Traded REIT:** This is an alternative real estate investment designed to reduce or eliminate tax while paying dividends and/or providing returns on real estate appreciation. A non-traded REIT does not trade on a securities exchange and, is therefore quite illiquid for extended periods of time.
  - Major risks: Business, Concentration, Credit, Financial, Inflation, Interest Rate, Liquidity, Political and Government
- **Non-Traded BDC (Business Development Companies):** This is an alternative investment where a pooled investment vehicle originates or invests in equity or debt of private companies. Like REITs, Business Development Companies are permitted favorable tax treatment if they meet minimum IRS criteria.
  - Major risks: Business, Concentration, Credit, Financial, Inflation, Interest Rate, Liquidity, Political and Government

- **Private Equity Fund:** This is an alternative investment where a general partnership is formed by Private equity firms to raise funds from institutions and wealthy individuals. The partnership then invests these funds through the purchase and sale of various businesses. After raising a specified amount, a fund will close to new investors; eventually each fund is liquidated, selling all the businesses therein within a preset time frame, usually no more than ten years.
  - Major risks: Business, Concentration, Credit, Financial, Inflation, Interest Rate, Liquidity, Market, Political and Government
- **Oil and Gas Drilling:** This is an alternative investment in an oil and gas program where a general partnership is formed to raise funds from institutions and wealthy individuals. An oil and gas program is designed for people to invest directly in oil and gas production and exploration. It is a type of investment that allows the investor to gain the benefits of the cash flow and tax advantages from the investment. In many oil and gas programs, profits and losses can be passed directly to investors, as owners of the entity. Oil and gas investment requires a substantial amount of due diligence and can have varying levels of risk, and significant risk based on the price of the commodity.
  - Major risks: Business, Concentration, Credit, Financial, Inflation, Interest Rate, Liquidity, Political and Government
- **Equipment Leasing:** This is an alternative investment that allows investors to pool their capital with a sponsor, which obtains and leases out equipment. Investors in these programs have the potential to receive regular income (often-tax deferred) during the life of the equipment and, should there be residual value, when the equipment is sold or re-leased.
  - Major risks: Business, Concentration, Financial, Inflation, Interest Rate, Liquidity

When you are deciding whether to invest in a specific investment, make sure you obtain, review and discuss with your FP the documentation related to the investment which outlines the details of the investment (i.e., prospectuses, annual reports and offering memorandums that discuss the structure of the investment, fees/costs, management, portfolio, restrictions, contributions, distributions, risks, etc.) The documentation should be provided by your FP or can be obtained directly from the investment sponsor.

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## SECTION 7: COMPENSATION AND CONFLICTS OF INTEREST

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Woodbury—like every financial services company—has conflicts of interest. For example, both Woodbury and its Financial Professionals are compensated for the products we sell, and this presents an inherent conflict of interest. As you work with your FP to determine the right investments and services to seek your investment goals, it is important for you to (1) understand how Woodbury and your FP are compensated, and (2) have all the material facts related to the scope and terms of Woodbury's and your FP's relationship with you. The information contained in this section describes conflicts of interest associated with compensation received by Woodbury and its Financial Professionals for brokerage services, in addition to some of our other related conflicts of interest, in order to provide you with the material facts related to these conflicts.

Woodbury and your FP make money because we are either compensated directly by you, or indirectly from the investments purchased by you. Woodbury offers a range of investments and services to our retail customers, and when you purchase a product for which Woodbury is acting as a broker-dealer, you will usually pay a sales commission, which may be (1) paid at the time of purchase, (2) built into the expense of the product purchased, or (3) charged to you when you sell the investment. If we are paid an upfront commission, it means that the greater the dollar value of your transactions, the more we are paid.

As it relates to Packaged Products, Woodbury is paid by the Packaged Product Sponsor or its affiliates, with a portion of that payment going to your FP based upon an established compensation formula that is uniform regarding similar products. Sales charges, expenses and commissions paid to Woodbury differ with the type of investment and may depend on the amount of money you invest. Woodbury may also receive ongoing or continuing compensation, trailing commissions or trails that are intended to compensate Woodbury for marketing and services provided to your FP and you. As it relates to stocks and bonds, Woodbury is paid a sales commission by you at the time of the purchase (or sale) based on the amount of the purchase (and maturity time for bonds). Your FP receives a portion of the commission.

Your FP and Woodbury obtain compensation from investment products you purchase. Please see the [FP Compensation Disclosure](#) to view the maximum commission available for each product type.

- **Woodbury Conflicts** (Your FP does not receive any portion of the compensation listed below):
  - **Revenue Sharing Payments:** In addition to sales commissions or asset-based fees, Woodbury receives compensation ("revenue sharing payments") from Packaged Product investment sponsors or their affiliates ("Strategic Partner" or Strategic Partners"). Woodbury can be paid up to 30 basis points (0.30%) of your total purchase amount of a Strategic Partners product. So, for example, in the case of a mutual fund, if you invest \$10,000 in a mutual fund, the Firm could be paid up to \$30.

Additionally, some Strategic Partners may make additional monthly or quarterly payments of up to 18 basis points (0.18%) per year, based on the assets you hold in the mutual fund product over a period of time. For example, on a holding of \$10,000, the Firm could receive up to \$18 per year. Alternatively, the Firm may receive compensation from a mutual fund sponsor as: (1) a flat fee regardless of the amount of new sales or assets held in client accounts; or (2) the greater of such flat fee or amount based on assets and/or new sales as referenced above and any ticket charge payments referenced below. These payments are designed to compensate the Firm for ongoing marketing and administration and education of its employees and representatives. You do not make these payments. They are paid by the product sponsors and/or their affiliates out of the assets or earnings of the fund sponsors or their affiliates. There is also additional volume compensation (based on sales) provided to the Firm, by specific investment companies that offer UITs, and it is described in each UIT's prospectus.

- **Direct Choice Revenue Sharing Payments:** Woodbury receives additional asset-based compensation from the Strategic Partners for participation in the DirectChoice Program. Woodbury can be paid up to an additional 3 basis points (.03%) of assets held in the DirectChoice Program.
- **Markups – Brokerage and Custodial Fees:** Woodbury receives compensation from Pershing to offset its general operating expenses. Compensation received consists of a fixed-dollar amount per account and percentage of net new assets and total assets held in the brokerage accounts. Certain brokerage fees and custodial fees apply to your clearing account. In some instances, Woodbury applies a markup to these fees. Examples of instances where a markup fee is applied include, but are not limited to, federal funds wire fees, outgoing account transfer fees, correspondent internal transfers, margin fees, insufficient funds fees, check stop payment fees, direct registration system transfers, redemptions, reorganizations, retirement accounts, safekeeping, cash due interest, and free credit interest. Depending on the custodial fee, it is applied annually, per transaction, per month or per CUSIP.
- **Markups – Margin Loans:** Woodbury has a conflict of interest in recommending a margin loan to you because the Firm receives a markup on the interest charged on the loan. Such markups on margin interest range up to a maximum markup of 300 basis points above the base lending rate. Financial Professionals are not compensated on margin loan balances and therefore do not have a conflict of interest in recommending the use of margin. Consequently, Woodbury's conflict of interest to you is mitigated since your Financial Professional does not receive additional compensation for recommending to you the use of margin. Woodbury maintains policies and procedures to ensure recommendations made to you are in your best interest and in conjunction with the lack of compensation to a Financial Professional, believe this mitigates any conflict to Woodbury.
- **Cash Sweep Program Compensation:** If you elect to be part of Woodbury's Sweep Program within the Full-Service Platform, Woodbury receives a fee from one or more banks participating in the program (a "Program Bank") equal to a percentage of your deposit balance in your account. For detailed information about the Sweep Program and the fees received, go to the following disclosure: [Pershing Cash Sweep Program Disclosures](#).
- **Collateralized Loans:** Woodbury offers you securities backed lines of credit (SBLOCs) offered through participating third party banks. SBLOCs are loans whereby an investor borrows against the assets in their investment portfolio without having to liquidate these securities. These loans require monthly interest-only payments, and the loan remains outstanding until it is repaid. SBLOCs are non-purpose loans, which means the loan proceeds can be used for almost anything except the proceeds may not be used to purchase or trade securities.

An SBLOC allows you the opportunity to avoid potential capital gains taxes because you don't have to liquidate securities for access to funds. You might also be able to continue to receive the benefits of your holdings, like dividends, interest and appreciation. However, as with virtually every financial product, SBLOCs have risks and downsides. For instance, if the value of the securities you pledge as collateral decreases, you may need to come up with extra money fast, or your positions could be liquidated.

Woodbury receives third party compensation from participants banks based on the amount of the outstanding loans. This compensation is a conflict of interest to the firm because there is a financial incentive for the client to maintain outstanding loans through the program. However, Woodbury does not share this compensation with its Financial Professionals. Woodbury and its Financial Professionals interest in continuing to receive compensation gives it an incentive to recommend that retail customers borrow money rather than liquidating some of their assets managed by Woodbury, when it could be in a retail customer's best interest to sell such assets instead of using them as collateral for a loan.

Prior to establishing a SBLOC, you should carefully review the disclosure form provided by Woodbury.

For more detail information about any of the Woodbury compensation conflicts noted above, please go to the [Woodbury Indirect Compensation Disclosures](#).

- **FP Conflicts** (This conflict arises from compensation received by your FP. These forms of compensation are in addition to the commissions received by your FP).
  - **Insurance Products and General Securities:** A Financial Professional can offer various types of services and products, and the compensation the Financial Professional earns differs depending on the type of service or product recommended. If a recommendation was made to liquidate certain products in order to purchase other products, a conflict can arise. For example, a Financial Professional can make a recommendation to liquidate an insurance product to purchase general securities that will generate compensation but is not in the client's best interest. Similarly, a Financial Professional can make a recommendation to liquidate general securities to purchase insurance products, and there is a conflict if the recommendation was made solely to generate compensation and was not in the best interest of the retail customer.
  - **Exchange Traded Funds (ETFs) vs. Mutual Funds:** Woodbury offers various mutual funds and ETFs, some of which have similar or identical investment strategies but differing fee structures. For example, a mutual fund that is designed to track an index of securities, such as the S&P 500 Index, may have higher or different types of fees than an ETF that is designed to track the same index. Whether a fund or ETF is more expensive than another fund or ETF with a similar or identical investment strategy may depend on factors such as length of holding, size of the initial investment and other factors. Both Woodbury and the financial professional may earn more compensation for one fund or ETF over another, giving the Firm and the Financial Professional an incentive to recommend the product that pays more compensation to us.
  - **Mutual Fund – Share Classes:** A Financial Professional can offer various types of mutual funds, some of which offer different types of shares, known as “classes.” Each class invests in the same portfolio of securities and has the same investment objectives and policies, but the fees and commissions generated by mutual fund sales can vary by the share class of a particular fund. For example, certain mutual fund share classes, often known as Class A shares, charge an initial sales commission and ongoing trail. Other mutual fund share classes, often referred to as Class C shares, pay an ongoing level trail payment. Depending on the length of the holding period for the mutual fund, and other factors, one share class may be less expensive to the investor than another, and the Financial Professional may earn more or less compensation for one share class than another.
  - **Mutual Funds – Asset Classes:** Asset allocation involves dividing an investment portfolio among different asset categories, such as stocks, bonds, and cash. The process of determining which mix of assets to hold in your portfolio is a very personal one. The asset allocation that works best for you at any given point in your life will depend largely on your time horizon and your ability to tolerate risk. A Financial Professional can offer various types of mutual funds, across asset classes. Higher commissions can lead financial professionals to influence asset allocations recommendations. For example, a Financial Professional can make a recommendation to allocate a higher percentage of your portfolio to stocks due to higher initial commission offered for mutual funds in that asset category compared to bonds.
  - **Trading Ahead:** Financial Professionals may recommend securities to you or buy or sell securities for your account at or about the same time they may buy or sell the same securities in their own account. Woodbury maintains policies and procedures to avoid, detect, and correct conflicts of interest that may arise if you and the Financial Professional (including related persons) invest in the same security on the same side of the market on the same day.
  - **Outside Business Activities:** Since Financial Professionals are independent contractors of Woodbury, they have the ability to engage in certain other business activities separate from the activities they conduct through Woodbury. Some of Woodbury's affiliated Financial Professionals are permitted to be employed by, or own, a financial services business entity, including an investment adviser business, separate from Woodbury. Although this is not considered a conflict of interest on its own, retail customers should be aware that these situations can exist. For example, a Financial Professional could conduct these activities during normal business hours, which could take away time from servicing retail customers or otherwise affect their obligations to you. Such activities include tax preparation, insurance, and/or real estate services. For more information about your FP's outside business activities and to see if they may present conflicts of interest, please visit FINRA's [BrokerCheck](#) and search under “Detailed Report.”
  - **Rollovers/Transfers:** You can rollover/transfer assets from a qualified retirement accounts, such as a 401(k) plan or IRA, to another IRA. There may be an increase in the ongoing cost of the assets in the new account and your FPs compensation could increase as a result. There may also be additional products or services available to you. The Firm has established a special process and requirements to assist you and your FP in evaluating a rollover and whether it is in your best interest.
  - **The Loyalty Award:** Woodbury has provided, and potentially will provide, compensation to certain financial professionals that have been affiliated with the Firm for over a year and have generated at least \$250,000 in annual revenue to Woodbury. For those generating at least \$500,000 in annual revenue to Woodbury a loan will be provided with the repayment dependent on the financial professional retaining affiliation with the Firm through the end of the loan period. These loans create a conflict of interest for the financial professional to retain affiliation with the Firm in order to avoid repayment of the loan.

- **The Equity Ownership Plan:** Certain Financial Professionals who are accredited investors have invested in or been offered the opportunity to invest in AG Artemis Holdings, L.P, the parent entity of Woodbury.
  - **Top Producer Opportunities:** Woodbury offers additional educational, training and home office support services for our Financial Professionals that meet overall revenue production goals. While these goals are not specific to any type of product or service offered, they provide a financial incentive for financial professionals to recommend investment products in general.
  - **Loans:** Woodbury provides loans to certain Financial Professionals as an incentive to establish, maintain, or expand their brokerage and advisory relationships with the Firm. The repayments of such loans are typically dependent on the financial professional retaining affiliation with Woodbury through the end of the loan period. These loans create a conflict of interest for the financial professional to retain affiliation with the firm in order to avoid repayment of the loan.
  - **Other Cash and Non-Cash Compensation:** In addition to reimbursement of training and educational meeting costs, Woodbury and our Financial Professionals may receive promotional items, meals or entertainment or other non-cash compensation from representatives of mutual fund companies, insurance companies, and alternative investment products, as permitted by regulatory rules. Additionally, sales of any mutual funds, variable insurance products and alternative investment products, whether or not they are those of Strategic Partners, may qualify our Financial Professionals for additional business support and for attendance at seminars, conferences and entertainment events. Further, some of Woodbury management and certain other employees of Woodbury may receive a portion of their employment compensation based on sales of products of Strategic Partners and/or certain sponsors of other products. From time to time, non-Strategic Partners may attend the Firm's sponsored meetings for a fee.
- **Business Affiliation Conflicts** (This conflict arises from compensation received by Woodbury for directing retail customers to products or services of companies that Woodbury has an affiliation with).
- **Premier Trust:** Financial Professionals can recommend Premier Trust, a Nevada chartered trust company, to provide trust, estate planning and administrative services. When making any recommendation, your FP will first consider whether Premier Trust can adequately service client needs and whether any other efficiencies or benefits will result to the retail customer. Retail customers are not obligated to follow our recommendations or use Premier Trust's services. When used, Premier Trust provides full disclosure with respect to its trust and administrative services and related costs.
  - **Highland Capital:** Highland is an independent insurance brokerage firm that distributes fixed and variable life insurance, disability insurance, fixed and indexed annuities, and long-term care solutions to Financial Professionals and their clients. Some employees of Highland are also registered with us and/or our broker/dealer affiliates.

Woodbury maintains policies and procedures to ensure recommendations are in your best interest. The Firm also maintains a supervisory structure to monitor the activities of our Financial Professionals to reduce potential conflicts of interest. You are encouraged to ask the Firm or your FP about any conflict presented. Additionally, for more information about our conflicts, please go to the [Woodbury Disclosures page](#), which contains additional conflict-related resources as well as our [Supplemental Conflicts Disclosure](#).

Please note that not all the conflicts described in this Brochure apply to a particular Woodbury Financial Professional or your FP's services. Also note that the products we sell, and the types and amounts of compensation we receive, change over time. You should ask your FP any questions you have about compensation or conflicts of interest. Understanding the conflicts of interest that Woodbury and your FP have, and how those conflicts of interest may affect the basis for a particular recommendation, will help you evaluate the potential incentives either we or your FP have in making a recommendation.

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## SECTION 8: CONCLUSION

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We hope this Brochure has helped enhance your understanding of Woodbury and your FP as it relates to the material facts relating to the scope and terms of your current/future relationship with us. If you have any questions now or in the future about any of the topics discussed herein, do not hesitate to reach out to us or your FP.

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## SECTION 9: INDEX

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Here is a list of the supplemental disclosure and informational documents which are hyperlinked to within this Brochure.

<ul style="list-style-type: none"><li>• Section 3: Financial Professional: FINRA's Broker Check Tool — <a href="http://brokercheck.finra.org/">brokercheck.finra.org/</a></li><li>• Section 3: Financial Professional: Woodbury's Form CRS — <a href="http://woodburyfinancial.com/crs">woodburyfinancial.com/crs</a></li><li>• Section 4: Services: FINRA's Broker Check Tool — <a href="http://brokercheck.finra.org/">brokercheck.finra.org/</a></li><li>• Section 4: Services: Woodbury's Form CRS — <a href="http://woodburyfinancial.com/crs">woodburyfinancial.com/crs</a></li><li>• Section 5: Platform/Programs: DirectChoice Program Fees — <a href="http://woodburyfinancial.com/directchoice-fees">woodburyfinancial.com/directchoice-fees</a></li><li>• Section 5: Platform/Programs: Pershing Retail Brokerage Fees — <a href="http://woodburyfinancial.com/brokerage-fees-pershing">woodburyfinancial.com/brokerage-fees-pershing</a></li><li>• Section 5: Platform/Programs: FP Compensation Disclosure — <a href="http://woodburyfinancial.com/fp-compensation">woodburyfinancial.com/fp-compensation</a></li><li>• Section 5: Platform/Programs: Pershing Mutual Fund Only Program Fees — <a href="http://woodburyfinancial.com/brokerage-fees-pershing">woodburyfinancial.com/brokerage-fees-pershing</a></li></ul>	<ul style="list-style-type: none"><li>• Section 6: Risks: Financial Navigating in the Current Economy: Ten Things to Consider Before You Make Investing Decisions — <a href="http://sec.gov/investor/pubs/tenthingstoconsider.htm">sec.gov/investor/pubs/tenthingstoconsider.htm</a></li><li>• Section 7: Compensation and Conflicts of Interest: FP Compensation Disclosure — <a href="http://woodburyfinancial.com/fp-compensation">woodburyfinancial.com/fp-compensation</a></li><li>• Section 7: Compensation and Conflicts of Interest: Pershing Cash Sweep Program — <a href="http://advisorgroup.com/ag-cash-sweep-pershing">advisorgroup.com/ag-cash-sweep-pershing</a></li><li>• Section 7: Compensation and Conflicts of Interest: Indirect Compensation — <a href="http://woodburyfinancial.com/disclosures-indirect-compensation">woodburyfinancial.com/disclosures-indirect-compensation</a></li><li>• Section 7: Compensation and Conflicts of Interest: FP Conflicts: FINRA's Broker Check Tool — <a href="http://brokercheck.finra.org">brokercheck.finra.org</a></li><li>• Section 7: Compensation and Conflicts of Interest: Woodbury's Disclosures — <a href="http://woodburyfinancial.com/disclosures">woodburyfinancial.com/disclosures</a></li><li>• Section 7: Compensation and Conflicts of Interest: Woodbury's Disclosures — <a href="http://woodburyfinancial.com/conflict-of-interest">woodburyfinancial.com/conflict-of-interest</a></li></ul>
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