



## Swisher Financial Concepts, Inc.

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### **Form ADV Part 2A – Firm Brochure**

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Dated February 12, 2024

This brochure provides information about the qualifications and business practices of Swisher Financial Concepts, Inc. If you have any questions about the contents of this brochure, please contact us at 614-890-1930. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Swisher Financial Concepts, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Swisher Financial Concepts, Inc. is 121384.

Swisher Financial Concepts, Inc. is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

# Item 2: Material Changes

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Since our last annual filing of this Form ADV Part 2A, dated February 16, 2023, the following material changes have occurred:

- Item 12 and Item 14: have been updated to reflect TD Ameritrade’s transition to Charles Schwab.

Please note, this section only discusses changes we consider material.

# Item 3: Table of Contents

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# Item 4: Advisory Business

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## **Description of Advisory Firm**

In May 2019, Swisher Financial Concepts, Inc. was registered with the United States Securities and Exchange Commission. The firm was previously registered in the state of Ohio beginning January 1, 2000. Daniel Edward Wolford (CRD Number 2886642) is President and principal owner of the firm. Kimberly Wolford is Treasurer/Secretary of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm or intermediaries who have any ownership interest in the firm. The firm manages each client's case on an individualized basis. Clients may impose restrictions. The firm does not act as a sponsor of any wrap program. As of December 31, 2023, we manage \$96,019,355 on a discretionary basis and \$126,719,588 on a non-discretionary basis.

## **Types of Advisory Services**

### **Financial Planning**

The firm provides fee-based financial planning on a component basis, which includes Investment Allocation Planning, Retirement Planning, Net Worth, Income/Expenditures, Insurance, Investment, and Cash Flow Analysis for Individuals. For small business, we provide a fee-based Management & Financial Consulting service.

The principals of the firm will first meet with the client for the purpose of an interview. During such interview, financial information about the client such as financial needs, goals, objectives, risk tolerance and time horizons, will be elicited. Then once such financial information has been received and reviewed, it will be used by the firm to produce a financial plan. Such financial plan will then be presented to the client.

### **Investment Management Services**

We are in the business of managing individually tailored investment portfolios on both a discretionary and non-discretionary basis. Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation target. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. We may also review and discuss a client's prior investment history, as well as family composition and background.

Account supervision is guided by the stated objectives of the client (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

### **Pension Consulting Services**

We provide pension consulting services to employer plan sponsors. Generally, such pension consulting services consist of assisting employer plan sponsors in establishing, monitoring, and reviewing their

company's participant-directed retirement plan. As the needs of the plan sponsor dictate, areas of advising could include investment options, plan structure and participant education.

All pension consulting services shall follow the applicable State law(s) regulating the services provided by this Agreement. This section applies to an Account that is a pension or other employee benefit plan (a "Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of a Plan, and we accept appointments to provide our services to such accounts, we acknowledge that we are a fiduciary within the meaning of Section 3(21) of ERISA (but only with respect to the provision of services described in section 1 of the Pension Consulting Agreement).

### **Pontera Service**

We provide an additional service for accounts not directly held in our custody, but where we do have discretion, and may leverage an Order Management System to implement tax-efficient asset location and opportunistic rebalancing strategies on behalf of the client. These are primarily 401(k) accounts, HSAs, and other assets we do not custody. We regularly review the available investment options in these accounts, monitor them, and rebalance and implement our strategies in the same way we do other accounts, though using different tools as necessary.

### **Client Tailored Services and Client Imposed Restrictions**

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon a client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

### **Wrap Fee Programs**

We do not participate in wrap fee programs.

## **Item 5: Fees and Compensation**

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Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees and without penalty. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

### **Financial Planning**

The firm has adopted the following fee schedule:

- **Investment Allocation Planning** – Hourly rate of \$200.00 with a minimum fee of \$500.00, not to exceed maximum fee of 0.25% of investable assets. The fee is due upon completion and delivery of the plan. Client may pay the fee by check.

- **Retirement Projection Planning** – Hourly rate of \$200.00 with a minimum fee of \$750.00, not to exceed maximum fee of 0.75% of annual income. The fee is due upon completion and delivery of the plan. Client may pay the fee by check.
- **All Other Financial Planning Topics** - we charge \$200.00 per hour. The fee is due upon completion and delivery of the plan. Client may pay the fee by check.

In the event of early termination, the client will be billed for the hours worked at a rate of \$200.00 per hour.

### Investment Management Services

Our standard advisory fee is based on the market value of the assets under management and is calculated as follows:

Account Value	Annual Advisory Fee
\$0 - \$500,000	1.00%
\$500,000 - \$2,000,000	0.80%
\$2,000,000 - \$5,000,000	0.60%
\$5,000,000 and Above	0.40%

The annual fees are negotiable and are pro-rated and paid in arrears. Fees are billed either semi-annually or quarterly, depending on client preference. The advisory fee is a tiered fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, resulting in a combined weighted fee. For example, an account valued at \$2,500,000 would pay an effective fee of 0.80% with the annual fee of \$20,000.00. The quarterly fee is determined by the following calculation:  $((\$500,000 \times 1.00\%) + (\$1,500,000 \times 0.80\%) + (\$500,000 \times 0.60\%)) \div 4 = \$5,000.00$ . No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

In most cases, advisory fees are directly debited from client accounts. Some clients prefer to pay by invoice and are permitted to choose this approach. Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 30 calendar days in advance. Upon termination of the account, any earned fees will be prorated and collected from the client.

### Retirement Plan Consulting Fees

Swisher Financial Concepts is compensated based on an annual percentage of plan assets for services. Typically, the annual fee ranges from 0.25% to 0.80% of plan assets depending on the services requested and the size of the plan. The annual fees are negotiable and are pro-rated and paid in arrears on a quarterly basis. Fees will be based upon the value of the plan at the end of the preceding quarter. Plan sponsors are invoiced in advance at the beginning of each calendar quarter.

### Other Types of Fees and Expenses

When implementing an investment recommendation, the client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges

imposed by broker-dealers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee.

## Item 6: Performance-Based Fees and Side-By-Side Management

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We do not offer performance-based fees.

## Item 7: Types of Clients

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Individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities. We do not have a minimum account size requirement.

## Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

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Our primary methods of investment analysis are fundamental and technical analysis.

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

**Technical analysis** involves using chart patterns, momentum, volume, and relative strength to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.

Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may under perform other trading methods when fundamental factors dominate price moves within a given market.

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

## Material Risks Involved

**All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Strategy Risk:** The Adviser's investment strategies and/or investment techniques may not work as intended.

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio.

**Turnover Risk:** At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

**Limited markets:** Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable or find buyers at any price.

**Concentration Risk:** Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Legal or Legislative Risk:** Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

**Inflation:** Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

## Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**Commercial Paper** is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

**Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

**Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on such factors as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

**Bank Obligations** including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

**Municipal Bonds** are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

**Options and other derivatives** carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

**Investment Companies Risk.** When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock



trading generally. The Adviser has no control over the risks taken by the underlying funds in which clients invest.

## Item 9: Disciplinary Information

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### **Criminal or Civil Actions**

SFC and its management have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

SFC and its management have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

SFC and its management have not been involved in legal or disciplinary events that are material to a client's or prospective client's evaluation of SFC or the integrity of its management.

## Item 10: Other Financial Industry Activities and Affiliations

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Mr. Wolford is a Series 7 registered representative of Private Client Services, LLC, Louisville, Kentucky. Mr. Wolford, Series 24 license 8/2002. All clients are always advised that they shall have total freedom to effect securities transactions with any broker/dealer of their choosing. Commission income would be earned, and this is a potential conflict of interest. The principals of the firm are continuously cognizant of the conflict of interest, fully disclose it and always take the necessary steps to mitigate or ideally to even entirely eliminate the negative impact of such a conflict of interest. Securities laws obligate us to merely disclose the conflict and the client then makes the decision as to whether or not such conflict will be fatal to a continued professional relationship.

Swisher Financial Concepts Inc. also operates as an insurance agency. Persons providing investment advice on behalf of our firm are licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Messrs. Wolford Henn, Kountz and VanDervort may earn both a commission and an investment advisory fee for the services provided.

SFC will only sell insurance and insurance products only in the states where we are licensed.

Swisher Financial Concepts Inc. also provides tax preparation services separate from advisory services. Tax services will be offered to advisory clients for an additional fee. Clients have the option to purchase these services through another tax professional of their choosing.

# Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

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Firm has a fiduciary duty to Clients to act in the best interest of the Client and always place the Client's interests first and foremost. Firm takes seriously its compliance and regulatory obligations and requires all staff to comply with such rules and regulations as well as Firm's policies and procedures. Further, Firm strives to handle Clients' non-public information in such a way to protect information from falling into hands that have no business reason to know such information and provides Clients with Firm's Privacy Policy. As such, Firm maintains a code of ethics for its Advisory Representatives, supervised persons and staff. The Code of Ethics contains provisions for standards of business conduct in order to comply with federal securities laws, personal securities reporting requirements, pre-approval procedures for certain transactions, code violations reporting requirements, and safeguarding of material non-public information about Client transactions. Further, Firm's Code of Ethics establishes Firm's expectation for business conduct. A copy of our Code of Ethics will be provided to any Client or prospective Client upon request.

It is further noted that Firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, Firm has adopted a firm wide policy statement outlining insider trading compliance by Firm and its associated persons and other employees. This statement has been distributed to all associated persons and other employees of Firm and has been signed and dated by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, Firm has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated persons and other employees of Firm, are signed, dated and filed with the insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which Firm's employees may have non-public information, (4) requiring all of Firm's employees to conduct their trading through a specified broker or reporting all transactions promptly to Firm, and (5) monitoring the securities trading of the firm and its employees and associated persons.

## **Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

Neither our firm, its associates or any related person is authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

## **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Firm or individuals associated with Firm may buy or sell securities identical to those recommended to customers for their personal account. It is the expressed policy of Firm that no person employed by Firm may

purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

### **Trading Securities at/Around the Same Time as Client's Securities**

As these situations may represent a conflict of interest, Firm has established the following restrictions in order to ensure its fiduciary responsibilities:

(1) A director, officer or employee of Firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of Firm shall prefer his or her own interest to that of the advisory client. (2) Firm maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. Daniel Wolford reviews these holdings on a regular basis. (3) Firm requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices. (4) Any individual not in observance of the above may be subject to termination.

### **Investment Advice Relating to Retirement Accounts**

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice).
- Never put our financial interests ahead of yours when making recommendations (give loyal advice).
- Avoid misleading statements about conflicts of interest, fees, and investments.
- Follow policies and procedures designed to ensure that we give advice that is in your best interest.
- Charge no more than is reasonable for our services.
- Give you basic information about conflicts of interest.

In addition, and as required by this rule, we provide information regarding the services that we provide to you, and any material conflicts of interest, in this brochure and in your client agreement.

## **Item 12: Brokerage Practices**

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### **Factors Used to Select Custodians and/or Broker-Dealers**

Advisor does not have any affiliation with any custodian we recommend. Specific custodian recommendations are made to the Client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

In recommending custodians, we have an obligation to seek the “best execution” of transactions in Client accounts. The determinative factor in the analysis of best execution is not the lowest possible commission cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of the custodian’s services. The factors we consider when evaluating a custodian for best execution include, without limitation, the custodian’s:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody);
- Capability to execute, clear, and settle trades (buy and sell securities for your account);
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.);
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc.);
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services;
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices;
- Reputation, financial strength, security and stability;
- Prior service to us and our clients.

With this in consideration, our firm recommends Charles Schwab & Co., Inc., a registered broker-dealer, member FINRA and SIPC (“Schwab”). Although Clients may request us to use a custodian of their choosing, we generally recommend that Clients open brokerage accounts with Schwab. We are not affiliated with Schwab. The Client will ultimately make the final decision of the custodian to be used to hold the Client’s investments by signing the selected custodian’s account opening documentation.

## **1. Research and Other Soft-Dollar Benefits**

Advisor does not have any soft-dollar arrangements with custodians whereby soft-dollar credits, used to purchase products and services, are earned directly in proportion to the amount of commissions paid by a Client. However, as a result of being on their institutional platform, Schwab may provide us with certain services and products that may benefit us. All such soft dollar benefits are consistent with the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended.

Schwab Advisor Services™ is Schwab’s business serving independent investment advisory firms like us. They provide our Clients and us with access to their institutional brokerage services (trading, custody, reporting and related services), many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our Clients’ accounts, while others help us manage and grow our business. Schwab’s support services are generally available on an unsolicited basis (we don’t have to request them) and at no charge to us. The benefits received by Advisor or its personnel do not depend on the number of brokerage transactions directed to Schwab. As part of its fiduciary duties to Clients, Advisor at all times must put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits by Advisor or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the Advisor’s choice of Schwab for custody and brokerage services. This conflict of interest is mitigated as Advisor regularly reviews the factors

used to select custodians to ensure our recommendation is appropriate. Following is a more detailed description of Schwab's support services:

1. Services that benefit you. Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of Client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our Clients. Schwab's services described in this paragraph generally benefit you and your account.
2. Services that may not directly benefit you. Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our Clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our Clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:
  - provide access to Client account data (such as duplicate trade confirmations and account statements)
  - facilitate trade execution and allocate aggregated trade orders for multiple Client accounts
  - provide pricing and other market data
  - facilitate payment of our fees from our Clients' accounts
  - assist with back-office functions, recordkeeping, and Client reporting
3. Services that generally benefit only us. Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:
  - Educational conferences and events
  - Consulting on technology, compliance, legal, and business needs
  - Publications and conferences on practice management and business succession
4. Your brokerage and custody costs. For our Clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. Certain trades (for example, many mutual funds and ETFs) may not incur Schwab commissions or transaction fees.

## **2. Brokerage for Client Referrals**

We receive no referrals from a custodian, broker-dealer or third party in exchange for using that custodian, broker-dealer or third party.

## **3. Clients Directing Which Broker/Dealer/Custodian to Use**

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most favorable execution of client transactions and this may cost clients' money over using a lower-cost custodian.

## **Aggregating (Block) Trading for Multiple Client Accounts**

For clients in which we exercise investment discretion, we generally combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as

“block trading”). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

## Item 13: Review of Accounts

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Firm at minimum shall hold an annual review. However, some clients sign up for more frequent reviews of investment performance. Reviews are conducted by Mr. Wolford, President, Mr. VanDervort, Chief Compliance Officer, Mr. Henn, and Mr. Kountz investment adviser representative. Frequency of review reports will either be quarterly, semi-annual or annual. Content will address changes in client situation, changes in tax laws, changes in investment environment, need to rebalance and the like. Reports may be written or oral.

## Item 14: Client Referrals and Other Compensation

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We do not receive any economic benefit, directly or indirectly from any third party for advice rendered to our clients. Nor do we directly or indirectly compensate any person who is not advisory personnel for client referrals.

As disclosed in Item 12 above, we participate in Charles Schwab & Co., Inc. 's institutional customer program and we may recommend Schwab to you for custody and brokerage services. There is no direct link between our participation in the Program and the investment advice we give you, although we receive economic benefits through our participation in the Program that are typically not available to Schwab retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving our participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to your accounts); the ability to have advisory fees deducted directly from your accounts; access to an electronic communications network for order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to us by third party vendors. Schwab may also have paid for business consulting and professional services received by our related persons. Some of the products and services made available by Schwab through the Program may benefit us but may not benefit your accounts. These products or services may assist us in managing and administering your accounts, including accounts not maintained at TD Ameritrade. Other services made available by Schwab are intended to help us manage and further develop our business enterprise. The benefits received by us or our

personnel through participation in the Program do not depend on the amount of brokerage transactions directed to Schwab. As part of our fiduciary duties to you, we endeavor at all times to put your interests first. You should be aware, however, that the receipt of economic benefits by us or our related persons in and of itself creates a potential conflict of interest and may indirectly influence our choice of Schwab for custody and brokerage services.

## Item 15: Custody

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Swisher Financial Concepts Inc. has custody but only to the extent that it deducts advisory fees directly from client accounts. Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

**Standing Letters of Authorization:** SFC does maintain a standing letter of authorization (SLOA) where the funds or securities are being sent to a third party, and the following conditions are met:

- a. The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- b. The client authorizes SFC, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- c. The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization and provides a transfer of funds notice to the client promptly after each transfer.
- d. The client has the ability to terminate or change the instruction to the client's qualified custodian.
- e. SFC has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- f. The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.
- g. SFC maintains records showing that the third party is not a related party of SFC or located at the same address as SFC.

## Item 16: Investment Discretion

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For those client accounts where we provide investment management services, we may maintain discretion over client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the client will execute a Limited Power of Attorney which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the client.

## Item 17: Voting Client Securities

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We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## Item 18: Financial Information

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Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$1,200 in fees per client six months in advance.





## Swisher Financial Concepts, Inc.

612 Office Parkway, Suite B  
Westerville, Ohio 43082

Phone: 614-890-1930  
Fax: 614-890-1981

Dated February 9, 2024

### Form ADV Part 2B – Brochure Supplement

*For*

<b>Daniel E. Wolford</b> <i>CRD: 2886642</i>	
<b>Michael A. Henn</b> <i>CRD: 4582922</i>	<b>Zachary A. Kountz</b> <i>CRD: 6684876</i>
<b>Brett S. VanDervort</b> <i>CRD: 6306604</i>	<b>Christopher A. Brubaker</b> <i>CRD: 7553332</i>

This brochure supplement provides information about Daniel E. Wolford, Michael A. Henn, Zachary A. Kountz , Brett S. VanDervort and Christopher A. Brubaker that supplements the Swisher Financial Concepts, Inc. brochure. You should have received a copy of that brochure. Please contact Brett S. VanDervort, Chief Compliance Officer if you did not receive Swisher Financial Concepts, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about the above listed individuals is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

# Item 2: Educational Background and Business Experience

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## **Daniel E. Wolford, CFP®**

Born: 1968

### **Educational Background**

- 1993 – MBA in Finance, Ohio State University, Columbus, OH,
- 1990 – Bachelor of Arts, Accounting and Finance, Otterbein College, Westerville, Ohio,

### **Business Experience**

- 01/2023 – Present, Swisher Financial Concepts, Inc., President
- 01/2012 – 12/2022, Swisher Financial Concepts, Inc., President and Chief Compliance Officer
- 02/2019 – Present, Private Client Services, LLC, Registered Representative
- 05/1997 – 12/2011, Swisher Financial Concepts, Inc., Financial Advisor
- 05/1997 – 01/2019, The O.N. Equity Sales Company, Registered Representative
- 07/1991 – 04/1997, Ron Foth Retail, Inc., Controller

### **Professional Designations, Licensing & Exams**

- Obtained CERTIFIED FINANCIAL PLANNER™ certification, 06/1998
- Holds Series 7, 24, 63, and 65 securities licenses

### **Other Business Activities**

Licensed Life and Health Insurance Agent.

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## **Michael A. Henn, CFP®**

Born: 1972

### **Educational Background**

- 2011 – MFE, Master of Financial Economics, Ohio University, Athens, OH,
- 2002 – Bachelor of Science, Human Ecology in Financial Management, The Ohio State University, Columbus, OH,

### **Business Experience**

- 01/08 – Present, Swisher Financial Concepts, Inc., Director of Investments
- 01/08 – 01/19, The O.N. Equity Sales Company, Registered Representative
- 06/02 – 12/31/2007, Northwestern Mutual Financial Network, Financial Advisor
- 09/99 – 06/02: G. C. Services, Manager, Programs Department
- 06/98 – 09/99, G.C. Services, Account Representative

### **Professional Designations, Licensing & Exams**

- Obtained CERTIFIED FINANCIAL PLANNER™ certification 05/2007

### **Other Business Activities**

Licensed Life and Health Insurance Agent.

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## **Zachary A. Kountz, CFP®**

Born: 1990

### **Educational Background**

- 2016 – Bachelor of Science in Financial Planning, Franklin University
- 2014 – Associate of Science, Columbus State Community College

### **Business Experience**

- 01/2024 – Present, Swisher Financial Concepts, Inc., Vice President and Financial Advisor
- 06/2016 – 12/2023, Swisher Financial Concepts, Inc., Financial Advisor
- 09/2016 – 01/2019, The O.N. Equity Sales Company, Registered Representative

### **Professional Designations, Licensing & Exams**

- Obtained CERTIFIED FINANCIAL PLANNER™ certification 06/2018

### **Other Business Activities**

Licensed Life and Health Insurance Agent

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## **Brett S. VanDervort**

Born: 1990

### **Educational Background**

- 2013 – Bachelor of Business and Administration, Kent State University

### **Business Experience**

- 02/2023 – Present, Swisher Financial Concepts, Inc., Chief Compliance Officer, Financial Advisor and Director of Operations
- 04/2014 – 02/2023, Swisher Financial Concepts, Inc., Financial Advisor and Director of Operations
- 01/2016 – 01/2019, The O.N. Equity Sales Company, Registered Representative

### **Other Business Activities**

Licensed Life and Health Insurance Agent

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## **Christopher Aaron Brubaker**

Born: 1990

### **Educational Background**

- 2013 – Bachelor of Science, Mechanical Engineering, University of Cincinnati

### **Business Experience**

- 01/2024 – Present, Swisher Financial Concepts, Inc., Investment Advisor
- 02/2024 – Present, Private Client Services, LLC, Registered Representative
- 07/2023 – 01/2024, Cambridge Investment Research Advisors, Inc., Investment Advisor Representative
- 11/2022 – 01/2024, Cambridge Investment Research, Inc., Registered Representative
- 05/2022 – 01/2024, Cambridge Investment Research, Inc., Administrative

### **Other Business Activities**

Licensed Life and Health Insurance Agent

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## Explanation of Professional Designation:

### **CERTIFIED FINANCIAL PLANNER™ professional**

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct* (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

## Item 3: Disciplinary Information

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None.

## Item 4: Other Business Activities

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Mr. Wolford and Mr. Brubaker are Series 7 registered representatives of Private Client Services, LLC, Louisville, Kentucky. Mr. Wolford, Series 24 license 8/2002. All clients are always advised that they shall have total freedom to effect securities transactions with any broker/dealer of their choosing. Commission income would be earned, and this is a potential conflict of interest. The principals of the firm are continuously cognizant of the conflict of interest, fully disclose it and always take the necessary steps to mitigate or ideally to even entirely eliminate the negative impact of such a conflict of interest. Securities laws obligate us to merely disclose the conflict and the client then makes the decision as to whether or not such conflict will be fatal to a continued professional relationship.

Swisher Financial Concepts Inc. also operates as an insurance agency. Persons providing investment advice on behalf of our firm are licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Messrs. Wolford, Henn, Kountz, VanDervort and Brubaker may earn both a commission and an investment advisory fee for the services provided.

Also, Mr. Wolford is a 50% owner in Kidman, LLC, which owns real estate. He devotes approximately 1 hour a month to this endeavor, during trading hours.

Additionally, Christopher Brubaker is an independently contracted caddie at both the Scioto Country Club and The Golf Club. For each of these activities, he devotes approximately 5 hours a month, none during trading hours.

## Item 5: Additional Compensation

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See Item 4, above.

## Item 6: Supervision

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Brett VanDervort, as the Chief Compliance Officer of Swisher Financial Concepts, is responsible for supervision. He may be reached at the phone number on this brochure supplement. Daniel E. Wolford supervises Brett VanDervort. Mr. Wolford may be contacted at the phone number on this brochure supplement.