

# **DSA Financial Group, Inc.**

**8310 S. Valley Hwy, Suite 300**

**Englewood, CO 80112**

**(281) 724-8181**

**[www.dsafinancialgroup.com](http://www.dsafinancialgroup.com)**

**February 3, 2020**

This Brochure provides information about the qualifications and business practices of DSA Financial Group, Inc. If you have any questions about the contents of this Brochure, please contact us at (281) 724-8181 or via email at [r.dahlman@dsafinancialgroup.com](mailto:r.dahlman@dsafinancialgroup.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

DSA Financial Group, Inc. ("DSA Financial") is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information that you may use to determine whether to hire or retain them.

Additional information about DSA Financial is also available via the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by using a unique identifying number, known as a CRD number. The CRD number for DSA Financial is 221529. The SEC's web site also provides information about any persons affiliated with DSA Financial who are registered, or are required to be registered, as Investment Adviser Representatives of DSA Financial.

## Item 2 – Material Changes

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Since our last annual amendment on February 22, 2019, we have made no material changes to our business.

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## Item 4 – Advisory Business Introduction

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### Our Advisory Business

DSA Financial Group, Inc. (“DSA Financial”, “us”, “we”, “our”) is a Registered Investment Adviser (“Adviser”) which offers investment advice regarding securities, insurance, and other financial services to clients.

We provide investment advice through Investment Adviser Representatives (“IARs”) associated with us. These individuals are appropriately licensed, qualified, and authorized to provide advisory services on our behalf.

DSA Financial was founded in 2011. Our principal owner is Raymond Dahlman who serves as President and Chief Compliance Officer. Since our inception in January 2011, Mr. Dahlman has transacted his business as a registered representative and investment adviser representative of other broker dealers and investment advisers through DSA Financial. In April 2015, we decided to seek registration as an independent registered investment adviser.

### Services

We provide various asset management and financial planning services. Our mission is to serve our clients during the financial planning process through deep and meaningful relationship that last for generations, and our focus is on helping you develop and execute plans that are designed to build and preserve your wealth.

We offer our investment advisory services through our wrap fee program. For a more detailed explanation of our Asset Management Services, please see the Form ADV Part 2A Appendix 1 Wrap Fee Brochure.

### Financial Planning

We provide services such as comprehensive financial planning, estate planning, business planning, risk management, retirement planning and educational planning. Fee based financial planning is a comprehensive relationship which incorporates many different aspects of your financial status into an overall plan that meets your goals and objectives. The financial planning relationship consists of face-to-face meetings and ad hoc meetings with you and/or your other advisors (attorneys, accountants, etc.) as necessary.

DSA Financial has an established process to do this that is based on two key aspects of financial security: asset protection and wealth creation. A plan must help ensure financial security throughout your life, for you and for your loved ones. It must provide income replacement and asset protection in the event that the unthinkable were to happen: disability, critical illness or death. The plan must also aim to build the maximum it can via a solid, tax efficient wealth portfolio.

With these goals in mind, we will work together to assess your total financial planning needs. We will consider important milestones such as major purchases, marriage, children, education, dreams and retirement. This plan will entail regular review of ongoing financial management strategies.

This goal-based financial security planning approach is designed to help you:

- Define customized short and long-term goals that ensure you choose only the right financial products and services;
- Identify roadblocks or gaps that might impact your financial planning strategy; and
- Continually monitor your plan to ensure it meets your changing needs

In performing financial planning services, we typically examine and analyze your overall financial situation, which may include issues such as taxes, insurance needs, overall debt, credit, business planning, retirement savings and reviewing your current investment program. Our services may focus on all or only one of these areas depending upon the scope of our engagement with you.

Based upon your needs, we may also provide consultations throughout the year to advise and counsel you about other financial issues. We can help you with transition planning, major transaction analysis, coordinated with cash flow needs, retirement needs, estate planning needs, income tax planning, life and disability insurance needs, investment needs, and college education planning. It is essential that you provide the information and documentation we request regarding your income, investments, taxes, insurance, estate plan, etc. We will discuss your investment objectives, needs and goals, but you are obligated to inform us of any changes. We do not verify any information obtained from you, your attorney, accountant or other professionals.

If you engage us to perform these services, you will receive a written agreement detailing the services, fees, terms and conditions of the relationship. You will also receive this Brochure.

In providing financial planning services, a conflict of interest exists between your interests and ours because we have an incentive to recommend that you also engage us to provide asset management services through which we would then earn additional fees from you. You always have the right to decide whether to implement the recommendations we make. If you do decide to implement our recommendations, you have a right to implement them through the professional of your choice. We mitigate this conflict by only recommending that you implement our recommendations through us when it is in your best interest.

We obtain information from a wide variety of publicly available sources. We do not have any inside private information about any investments that are recommended. All recommendations developed by us are based upon our professional judgment. We cannot guarantee the results of any of our recommendations. Choosing which advice to follow is your decision.

## **Wrap Fee Program**

We participate in a wrap fee program. All clients for which we provide asset management services will be in our wrap fee program. For more information regarding the wrap fee program and the fees associated with the wrap fee program, please refer to our Form ADV Part 2A Appendix 1 Wrap Fee Brochure.

## **Assets Under Management**

As of 12/31/2019, we provided asset management services for 66 discretionary accounts, managing total assets of \$4,384,371. We do not currently have any assets under management that we manage on a non-discretionary basis.

## **Item 5 – Fees and Compensation**

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### **Asset Management Fees**

We provide asset management and financial planning services for a fee. We currently provide our asset management services in investment programs that bundle or “wrap” services (investment advice, trade execution, custody, etc.) together and charge a single fee based on the value of assets under management. For more detailed information about the fees and compensation associated with our asset management services, please refer to the Form ADV Part 2A Appendix 1 Wrap Fee Brochure

### **Financial Planning Fees**

DSA Financial may also provide a comprehensive financial plan for a fixed fee of \$500 - \$2,000, which may be negotiable depending upon the nature and complexity of the client's circumstances. The total fee is due at the time the agreement is signed. Financial plans will be presented to you within six months of the contract date, provided that all information needed to prepare the investment plan has been promptly provided to us. We do not accept prepayment of more than \$500 in fees per client, six months or more in advance. The advisory agreement will terminate once you receive the final plan.

The Advisory Agreement will show the fee you will pay.

If the plan is implemented through us, we may receive compensation from the advisory services recommended in the financial plan. This compensation would be in addition to the financial planning fee you pay. The fees and expenses you pay for the purchase of these products may be more or less than the expenses you would pay should you decide to implement our recommendations through another investment advisory firm or broker-dealer and are typically determined by the broker-dealer or investment company sponsoring the product. Therefore, a conflict of interest exists between our interests and your interests since we may recommend services that pay us compensation. We have an incentive to recommend particular services based upon the compensation rather than your needs. This conflict is addressed in our Code of Ethics. The conflict is mitigated through strict oversight of our Investment Adviser Representatives (“IARs”), who are required to make recommendations that are in your best interest pursuant to our fiduciary duty to you, our client. You always have the right to decide whether to implement the recommendations we make. If you do decide to implement our recommendations, you have a right to implement them through the professional of your choice.

Either party may terminate the relationship with a thirty (30) day written notice. Upon termination of any account, any prepaid fees that are in excess of the services performed will be promptly refunded to you on a pro-rated basis, based on the number of hours of work already performed and an hourly rate of \$250. Any fees that are due, but have not been paid, will be billed to you and are due immediately.

## **Other Compensation**

Our IARs receive no additional compensation.

## **Item 6 – Performance Based Fee and Side by Side Management**

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We do not charge any performance-based fees and, therefore, do not engage in side-by-side management.

## **Item 7 – Types of Client(s)**

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We provide asset management and financial planning services to individuals.

We have no minimum account opening balance.

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

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### **Methods of Analysis**

We use Modern Portfolio Theory and technical analysis as part of our overall investment management discipline. For a detailed explanation of our methodologies and the associated risks, please see the Form ADV Part 2A Appendix 1 Wrap Fee Brochure.

### **Investment Strategies**

In order to create a financial plan we use many resources, such as:

- Third Party research
- Nationally recognized statistical rating organizations
- Morningstar
- Financial newspapers and magazines (e.g. Wall Street Journal, etc.)
- Company press releases and websites

The investment strategies we use to implement any investment advice given to you include, but are not limited to:

- Long term purchases - securities held at least a year
- Short term purchases - securities sold within a year

Although our investment strategies generally do not include short term purchases, we may, under certain circumstances, purchase securities with the intention of selling them within a year.

For a more detailed explanation of the strategies and products we use if you implement your financial plan through our Adviser and the associated risks, please see the Form ADV Part 2A Appendix 1 Wrap Fee Brochure.

## **Item 9 – Disciplinary Information**

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Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management. We do not have any information to disclose concerning DSA Financial or any of our IARs. We adhere to high ethical standards for all IARs and associates.

## **Item 10 – Other Financial Industry Activities and Affiliations**

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Neither DSA Financial nor any of its management persons are registered as a broker-dealer or registered as a representative of a broker-dealer, nor does it have any pending application to register. In addition, neither DSA Financial nor its management persons are affiliated with any broker-dealer.

DSA Financial and its management persons are not registering as a commodity pool operator, futures commission merchant, or commodity trading advisor.

### **Other Financial Industry Affiliations**

The IARs of DSA Financial do not participate in any other business activities or have any outside affiliations at this time.

## **Item 11 – Code of Ethics, Participation or Interest in Client Accounts and Personal Trading**

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### **General Information**

We have adopted a Code of Ethics for all supervised persons of the firm describing its high standards of business conduct, and fiduciary duty to you, our client. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts, the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All of our supervised persons must acknowledge the terms of the Code of Ethics annually, or as amended.

### **Participation or Interest in Client Accounts**

This policy is relevant for our investment advisory clients only. It is not relevant for financial planning clients. Please see our Form ADV Part 2A Appendix 1 Wrap Fee Brochure for more information, as this pertains to investment advisory accounts.



## **Personal Trading**

We have a personal trading policy as it applies to the investment management of client accounts. Please see our Form ADV Part 2A Appendix 1 Wrap Fee Brochure for more information.

## **Privacy Statement**

We are committed to safeguarding your confidential information and hold all personal information provided to us in the strictest confidence. These records include all personal information that we collect from you or receive from other firms in connection with any of the financial services they provide. We also require other firms with whom we deal with to restrict the use of your information. We will deliver a copy of our Privacy Policy to you at the opening of your account and annually thereafter. A copy of Privacy Policy will also be made available at any time, upon request.

## **Conflicts of Interest**

We act in a fiduciary capacity. If a conflict of interest arises between us and you, we shall make every effort to resolve the conflict in your favor. We strive to do what is equitable and in the best interests of all the accounts we advise.

## **Item 12 – Brokerage Practices**

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### **Factors Used to Select Custodians**

If the client elects to implement the financial plan through our adviser, we will require the client to use TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SPIC (“TD Ameritrade”) for clients based on relatively low transaction fees, access to desired securities, trading platforms, and support services.

### **Soft Dollars**

TD Ameritrade and other custodians may provide us with certain brokerage and research products and services that qualify as “brokerage or research services” under the rules. Such benefits may be used to create financial plans. Because “soft dollar” benefits could be considered to provide a benefit to the adviser that might cause the client to pay more than the lowest available commission without receiving the most benefit, a conflict of interest exists between our interest and the interest of clients who elect to implement the financial plan through our Adviser. Please see our Form ADV Part 2A Appendix 1 Wrap Fee Brochure for more information, as this pertains to investment advisory accounts.

### **Best Execution**

If the client elects to implement the financial plan through our adviser, we have an obligation to seek best execution. Please see our Form ADV Part 2A Appendix 1 Wrap Fee Brochure for more information, as this pertains to investment advisory accounts.

### **Brokerage for Client Referrals**

In selecting and/or recommending custodians, we do not take into consideration whether or not we will receive client referrals from the custodian.

## **Directed Brokerage**

We do not permit directed brokerage. If the client elects to implement the financial plan through our adviser, we will require you to use the custodian that we recommend.

## **Trading**

If the client elects to implement the financial plan through our adviser, transactions for each client account generally will be effected independently, unless we decide to purchase or sell the same securities for several clients at approximately the same time. Please see our Form ADV Part 2A Appendix 1 Wrap Fee Brochure for more information, as this pertains to investment advisory accounts.

## **Item 13 – Review of Accounts**

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### **Reviews**

We conduct suitability reviews with each client at the time of plan creation. You may elect to have your plan reviewed annually.

### **Reports**

You will be provided a written financial plan.

## **Item 14 – Client Referrals and Other Compensation**

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We do not receive any compensation for referring clients to another adviser nor do we pay any compensation to another adviser if they refer clients to us.

## **Item 15 – Custody**

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We do not have physical custody of funds or securities in client accounts; However, we do have constructive custody. For more information, please see the Form ADV Part 2A Appendix 1 Wrap Fee Brochure.

## **Item 16 – Investment Discretion**

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In providing the client with a financial plan, we do not exercise any type of discretion over client accounts. For information regarding the investment discretion we exercise in providing asset management services, please see the ADV Part 2A Appendix 1 Wrap Fee Brochure.

## **Item 17 – Voting Client Securities**

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As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of advisory clients. For more information regarding voting of proxies, please see the Form ADV Part 2A Appendix 1 Wrap Fee Brochure.

## **Item 18 – Financial Information**

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We are required to provide you with certain financial information or disclosures about our financial condition:

- We have no financial commitment that would impair our ability to meet any contractual and fiduciary commitments to you, our client.
- We have not been the subject of any bankruptcy proceedings.
- In no event shall we charge advisory fees that are both in excess of five hundred dollars and more than six months in advance of advisory services rendered.

## **Item 19 – Requirements for State Registered Advisers**

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### **Principals**

There is one principal of DSA Financial, Raymond Dahlman. He is the President and was born in 1974. His education information, business background, and other business activities can be found in the Form ADV Part 2B Brochure Supplement below.

### **Performance Fees**

We do not charge a performance-based fee (fees based on a share of capital gains on, or capital appreciation of, the assets of a client) for our normal asset management accounts.

### **Disclosable Events**

Neither DSA Financial nor Raymond Dahlman has any reportable events to disclose here.

### **Other Relationships**

Neither DSA Financial nor Raymond Dahlman has any relationship with any issuer of securities.

## **ADV Part 2B Brochure Supplement – Raymond Dahlman III**

### **Item 1 – Cover Page**

# **Raymond Dahlman III**

**CRD # 5104006**

**DSA Financial Group, Inc.  
8310 S. Valley Hwy, Suite 300  
Englewood, CO 80112  
www.dsafinancialgroup.com  
(281) 724-8181  
February 3, 2020**

This Brochure supplement provides information about Raymond Dahlman and supplements the DSA Financial Group, Inc. (“DSA Financial”) Brochure. You should have received a copy of that Brochure. Please contact Raymond Dahlman if you did not receive the Brochure or if you have any questions about the contents of this supplement.

Additional information about Raymond Dahlman, CRD # 5104006, is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Full Legal Name: Raymond Arthur Dahlman III

Year of Birth: 1974

### Education

Mr. Dahlman attended Florida State College at Jacksonville from 1999 to 2002. Mr. Dahlman did not receive a degree.

### Designations

CRPC 2007

### Minimum Designation Requirements

#### Chartered Retirement Planning Counselor (CRPC)

**Designation** Chartered Retirement Planning Counselor

**Designation Status** Currently offered and recognized by the issuing organization

**Acronym** CRPC

**Issuing Organization** College for Financial Planning

**Prerequisites/Experience Required** None

**Educational Requirements** Online instructor led or self-study course

**Examination Type** Final designation exam (online, closed-book, proctored)

**Continuing Education/Experience Requirements** 16 hours every two years

### Business History

January 2011 – Present President of DSA Financial

August 2012 – June 2015 Registered Representative at Cambridge Investment Research, Inc.

August 2012 – June 2015 Investment Adviser Representative at Cambridge Investment Research Advisors, Inc.

October 2009 – August 2012 Registered Representative at Investment Professionals, Inc.

April 2006 – October 2009 Registered Representative at Ameriprise Financial Services, Inc.

## Item 3 – Disciplinary History

Neither DSA Financial nor Mr. Dahlman has any disciplinary history to disclose.

## Item 4 – Other Business Activities

As noted in Item 10 “Other Financial Industry Activities and Affiliations” above, Raymond Dahlman has no outside business activities and/or affiliations to disclose:

## Item 5 – Additional Compensation

Mr. Dahlman does not receive any other compensation.

**Item 6 – Supervision**

Raymond Dahlman is the Chief Compliance Officer, and therefore, he performs all supervisory duties for his firm and adheres to the firm’s policies and procedures.

**Item 7 – Requirements for State-Registered Advisers**

Raymond Dahlman has no reportable events to disclose here.