

**Part 2A of Form ADV: Firm Brochure**



**Nesteggs Retirement Plan Services, Inc.**  
10407 Centurion Parkway N, Suite 126  
Jacksonville, FL 32256

Telephone: (904) 348-3131  
Email: [Kevin@NestEggs401K.com](mailto:Kevin@NestEggs401K.com)  
Web Address: [www.NestEggs401k.com](http://www.NestEggs401k.com)

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This brochure provides information about the qualifications and business practices of NestEggs Retirement Plan Services, Inc. (referred throughout this brochure as NestEggs, Inc.). If you have any questions about the contents of this brochure, please contact us at (904) 348-3131 or [Kevin@NestEggs401k.com](mailto:Kevin@NestEggs401k.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Registration with the SEC or with any state securities authority does not imply a certain level of skill or training.

Additional information about NestEggs, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 133507.

## **Item 2      Material Changes**

This Firm Brochure, dated 3/28/2020, provides you with a summary of NestEggs, Inc.'s advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things. This Item is used to provide our clients with a summary of new and/or updated information; we will inform of the revision(s) based on the nature of the information as follows.

1.      Annual Update: We are required to update certain information at least annually, within 90 days of our firm's fiscal year end (FYE) of December 31. We will provide you with either a summary of the revised information with an offer to deliver the full revised Brochure within 120 days of our FYE or we will provide you with our revised Brochure that will include a summary of those changes in this Item.
2.      Material Changes: Should a material change in our operations occur, depending on its nature we will promptly communicate this change to clients (and it will be summarized in this Item). "Material changes" requiring prompt notification will include changes of ownership or control; location; disciplinary proceedings; significant changes to our advisory services or advisory affiliates - any information that is critical to a client's full understanding of who we are, how to find us, and how we do business.

The following summarizes new or revised disclosures based on information previously provided in our Firm Brochure dated 03/25/2020:

Item 4: Advisory Business: NestEggs, Inc. had a total of \$249,532,350 in assets under management as of December 31, 2019.

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## **Item 4     Advisory Business**

Nesteggs Retirement Plan Services, Inc. is a SEC-registered investment adviser with its principal place of business located in Florida. Nesteggs Retirement Plan Services, Inc. began conducting business in 2019.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company).

- Kevin Brooks Cheezum, President
- Blake Austin Macklin, CFO

NestEggs, Inc. offers the following advisory services to our clients:

### **PENSION CONSULTING SERVICES**

We provide several advisory services separately or in combination. While the primary clients for these services will be pension, profit sharing and 401(k) plans, we offer these services, where appropriate, to individuals and trusts, estates and charitable organizations. Pension Consulting Services are comprised of four distinct services. Clients may choose to use any or all of these services.

Investment Policy Statement Preparation (hereinafter referred to as "IPS"):

We will correspond with the client (generally in person, through email, or over the telephone) to determine an appropriate investment strategy that reflects the plan sponsor's stated investment objectives for management of the overall plan. Our firm then prepares a written IPS detailing those needs and goals, including an encompassing policy under which these goals are to be achieved. The IPS also lists the criteria for selection of investment vehicles as well as the procedures and timing interval for monitoring of investment performance.

Selection of Investment Vehicles:

We assist plan sponsors in constructing appropriate asset allocation models. We will then review various mutual funds (both index and managed) to determine which investments are appropriate to implement the client's IPS. The number of investments to be recommended will be determined by the client, based on the IPS.

Monitoring of Investment Performance:

We monitor client investments continually, based on the procedures and timing intervals delineated in the Investment Policy Statement. Although our firm is not involved in any way in the purchase or sale of these investments, we supervise the client's portfolio and will make recommendations to the client as market factors and the client's needs dictate.

Employee Communications:

For pension, profit sharing and 401(k) plan clients with individual plan participants exercising control over assets in their own account ("self-directed plans"), we also provide educational support and investment education meetings designed for the plan participants. The nature of the topics to be covered will be determined by us and the client under the guidelines established in ERISA Section 404(c). The educational support and investment meetings will NOT provide plan participants with individualized, tailored investment advice or individualized, tailored asset allocation recommendations.

At a plan participant's request, and if so arranged with the client, NestEggs, Inc. may also provide limited consulting advice to the participant, with regard to the participant's asset allocation decision. Fees for this advisory service are included in the fee paid by the plan to NestEggs, Inc. In addition, NestEggs, Inc. provides non-investment related consulting services related to retirement plan compliance and administration.

## **MODEL PORTFOLIO MANAGEMENT**

Our firm provides continuous portfolio management services to clients using mutual fund model asset allocation portfolios. Each mutual fund model portfolio is designed to meet a particular investment goal. In addition to providing mutual fund model portfolio management to our Pension, Profit Sharing and 401k Plan clients above, we also offer these services to Non-Pension clients. Non-Pension clients include but are not limited to Individual Retirement Accounts, Individuals and High net worth individuals. Below are the three mutual fund model asset allocation portfolios we provide:

**Growth Portfolio**  
**Balanced Portfolio**  
**Conservative Portfolio**

Through personal discussions with the client in which the client's goals and objectives are established, we initially determine whether the model portfolio is suitable to the client's circumstances. Once we confirm suitability, the portfolio is managed based on the portfolio's goal, rather than on each client's individual needs. Clients are under no obligation to select from the three mutual fund model asset allocation portfolios offered by NestEggs, Inc. Clients, nevertheless, have the opportunity to place reasonable restrictions on the types of investments to be held in their account. Clients retain individual ownership of all securities.

We manage these advisory accounts on a discretionary basis. Account supervision is guided by the client's stated objectives (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations.

Once the client's portfolio has been established, we review the portfolio annually, and rebalance the portfolio at least three times per year.

Our investment recommendations are not limited to any specific product or service offered by a broker dealer or insurance company and will generally include advice regarding the following securities:

- Mutual fund shares

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

To ensure that our initial determination of an appropriate portfolio remains suitable and that the account continues to be managed in a manner consistent with the client's financial circumstances, we will:

- a. send quarterly statements with reminders to each Model Portfolio Management Services client requesting any updated information regarding changes in the client's financial situation and investment objectives;
- b. at least annually, reach out to clients through various email communications offering to review their accounts to determine if there have been any changes in the client's financial situation or investment objectives, and whether the client wishes to impose investment restrictions or modify existing restrictions; and
- c. be reasonably available to consult with the client.

### **AMOUNT OF MANAGED ASSETS**

As of 12/31/2019, we were actively managing \$214,196,032 of clients' assets on a discretionary basis plus \$35,336,317 of clients' assets on a non-discretionary basis.

## Item 5 Fees and Compensation

### PENSION CONSULTING FEES

Our fees for Pension Consulting Services will be charged in one of two different ways:

- 1) The greater of a fixed monthly fee of \$200 or an asset based fee. The asset based fee is based upon the value of Plan assets as of the end of the applicable monthly period. The fee is payable monthly, in arrears. For 3(21) Fiduciary Services, the standard fee is 3.33 Basis Points per month. For 3(38) Fiduciary Services, depending on the complexity of the Plan Design, the standard fee ranges between fee is 4.167 Basis Points per month and 9.2 Basis Points per month. 3(38) Fiduciary Services include our Mutual Fund Model Portfolio Management Services which are part of the monthly fee. NestEggs, Inc. may also provide 3(16) Fiduciary Services and Non-Fiduciary Optional Services for certain back-office and technological support functions. These services are provided at a flat fee or per plan participant fee and are disclosed in the Service Agreement by Exhibit A and vary on a client by client basis depending on plan features, reporting requirements, and number of participants. These fees are negotiable.
- 2) As an hourly fee, ranging between \$90/hour and \$225/hour, depending on the experience of the individual conducting the work, and the specific nature of the client's circumstances. The exact rate will be mutually agreed upon with the client prior to the inception of the work. Fees for this service will be collected in arrears at stages throughout the consulting process, which have been agreed upon with the client. There is a minimum annual fee requirement of \$1,800 for this service, although under certain circumstances this may be negotiable.

### NON-PENSION MANAGEMENT FEES

Non-Pension clients will be charged the greater of a minimum monthly fee of \$41.67 or an asset based fee of 7.5 Basis Points per month. The asset based fee is based upon the value of account assets as of the end of the applicable monthly period. The fee is payable monthly, in arrears, and is prorated for the days of the month when the client agreement becomes effective. These fees are negotiable.

### GENERAL INFORMATION

Payment of NestEggs, Inc. fees may be made by invoice to the client or by granting NestEggs, Inc. authorization to debit the fee from the client's or Plan's account. The client will select the method of fee payment at the time the service agreement is executed and upon notice thereafter.

NestEggs, Inc. may charge a bona fide, one-time records takeover fee of up to \$15,000. This fee is separate and distinct from any fee charged for advisory services. This fee may be negotiable. No investment advice is rendered with respect to this charge.

**Termination of the Advisory Relationship:** A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. As disclosed above, certain fees are paid in advance of services provided. Upon termination of any account, any prepaid, unearned fees will be promptly refunded.

**Mutual Fund Fees:** All fees paid to NestEggs, Inc. for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

**Wrap Fee Programs and Separately Managed Account Fees:** NestEggs, Inc. does not participate in any Wrap Fee Programs. Pension clients may select an Independent Investment advisor to assist with the management of their Pension, Profit Sharing and/or 401k Plan assets in a Separately Managed Account. Clients participating in separately managed account programs may be charged various program fees in addition to the advisory fee charged by our firm. Such fees may include the investment advisory fees of the independent advisers, which are subject to the terms agreed upon in a separate service agreement with the independent advisor. Such fees require a client's signed authorization before they will be charged. We will review with clients any separate program fees that may be charged to clients.

**Additional Fees and Expenses:** In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

**Grandfathering of Minimum Account Requirements:** Pre-existing advisory clients are subject to NestEggs, Inc.'s minimum account requirements and advisory fees in effect at the time the client entered into the advisory relationship. Therefore, our firm's minimum account requirements will differ among clients.

**ERISA Accounts:** NestEggs, Inc. is deemed to be a fiduciary to advisory clients that are employee benefit plans or individual retirement accounts (IRAs) pursuant to the Employee Retirement Income and Securities Act ("ERISA"), and regulations under the Internal Revenue Code of 1986 (the "Code"), respectively. As such, our firm is subject to specific duties and obligations under ERISA and the Internal Revenue Code that include among other things, restrictions concerning certain forms of compensation. To avoid engaging in prohibited transactions, NestEggs, Inc. may only charge fees for investment advice about products for which our firm and/or our related persons do not receive any commissions or 12b-1 fees, or conversely, investment advice about products for which our firm and/or our related persons receive commissions or 12b-1 fees, however, only when such fees are used to offset NestEggs, Inc.'s advisory fees.

**Advisory Fees in General:** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

**Limited Prepayment of Fees:** Under no circumstances do we require or solicit payment of fees in excess of \$1200 more than six months in advance of services rendered.

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

NestEggs, Inc. does not charge performance-based fees.

## **Item 7 Types of Clients**

NestEggs, Inc. provides advisory services to the following types of clients:

- Individuals (other than high net worth individuals)
- High net worth individuals
- Pension and profit sharing plans (other than plan participants)

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

### METHODS OF ANALYSIS

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

**Mutual Fund and/or ETF Analysis.** We primarily use Index Funds, however, in the case of managed mutual funds, we look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in another fund(s) in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.

NestEggs, Inc. primarily focuses on asset class diversification and underlying fund characteristics in its analysis of securities. In comparing mutual funds within an asset class, NestEggs, Inc. uses comparative historical data published by Morningstar, particularly the Sharpe Ratio, Standard Deviation, and 10-year performance relative to asset-class peers.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

### INVESTMENT STRATEGIES

We use the following strategy(ies) in managing client accounts, provided that such strategy(ies) are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

**Long-term purchases.** We purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

- we believe the securities to be currently undervalued, and/or
- we want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

Clients should understand that investing in any securities, including mutual funds, involves a risk of loss of both income and principal.



## **Item 9 Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

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

NestEggs, Inc. acts as a Third Party Administrator for its Pension Clients and receives distinct fees for such services as described in Item 5 above. NestEggs, Inc. requires Pension Clients to utilize our Third Party Administration services. Clients should be aware that the receipt of additional compensation by NestEggs, Inc. and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. NestEggs, Inc. endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- we disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies;
- we collect, maintain and document company retirement plan goals and objectives;
- our firm's management conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

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

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

NestEggs, Inc. and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

NestEggs, Inc.'s Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to kevin@nesteggs.cc, or by calling us at (904) 348-3131.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
3. It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
4. Our firm requires prior approval for any IPO or private placement investments by related persons of the firm.
5. We maintain a list of all reportable securities holdings for our firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
6. We have established procedures for the maintenance of all required books and records.
7. Clients can decline to implement any advice rendered, except in situations where our firm is granted discretionary authority.
8. All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
9. We require delivery and acknowledgment of the Code of Ethics by each supervised person of our firm.
10. We have established policies requiring the reporting of Code of Ethics violations to our senior management.
11. Any individual who violates any of the above restrictions may be subject to termination.

## **Item 12 Brokerage Practices**

As a matter of policy and practice, NestEggs, Inc. does not generally block client trades and, therefore, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. Additionally, our clients may not receive volume discounts available to advisers who block client trades. NestEggs, Inc. primarily invests in Mutual Funds so in general, block trading does not apply.

We do not have any formal or informal soft-dollar arrangements and do not receive any soft-dollar benefits.

We do not request or accept the discretionary authority to determine the broker dealer to be used for client accounts. Clients must direct us as to the broker dealer to be used for all client securities transactions. In directing the use of a particular broker or dealer, it should be understood that we will not have authority to negotiate commissions among various brokers, and best execution may not be achieved, resulting in higher transaction costs for clients.

### **Charles Schwab Institutional and/or Charles Schwab Trust Company**

NestEggs, Inc. may require that Company Retirement Plan clients establish brokerage accounts with the Schwab Institutional and/or Charles Schwab Trust Company divisions of Charles Schwab & Co., Inc. ("Schwab"), a FINRA registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Although we may require that Company Retirement Plan clients establish accounts at Schwab, it is the client's decision to custody assets with Schwab. NestEggs, Inc. is independently owned and operated and not affiliated with Schwab.

Schwab provides NestEggs, Inc. with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Schwab Institutional. These services are not contingent upon our firm committing to Schwab any specific amount of business (assets in custody or trading commissions). Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For our client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

Schwab Institutional also makes available to our firm other products and services that benefit NestEggs, Inc. but may not directly benefit our clients' accounts. Many of these products and services may be used to service all or some substantial number of our client accounts, including accounts not maintained at Schwab.

Schwab's products and services that assist us in managing and administering our clients' accounts include software and other technology that:

1. provide access to client account data (such as trade confirmations and account statements);
2. facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
3. provide research, pricing and other market data;
4. facilitate payment of our fees from clients' accounts; and
5. assist with back-office functions, recordkeeping and client reporting.

Schwab Institutional also offers other services intended to help us manage and further develop our business enterprise. These services may include:

1. compliance, legal and business consulting;
2. publications and conferences on practice management and business succession; and
3. access to employee benefits providers, human capital consultants and insurance providers.

Schwab may make available, arrange and/or pay third-party vendors for the types of services rendered to NestEggs, Inc. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to our firm. Schwab Institutional may also provide other benefits such as educational events or occasional business entertainment of our personnel. In evaluating whether to recommend or require that clients custody their assets at Schwab, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.

## **TD Ameritrade Institutional**

NestEggs, Inc. participates in the institutional customer program offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member SIPC ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers services to independent investment advisers which include custody of securities, trade execution, clearance and settlement of transactions. NestEggs, Inc. receives some benefits from TD Ameritrade through our participation in the program.

NestEggs, Inc. participates in TD Ameritrade's Institutional customer program and we may recommend TD Ameritrade to our clients for custody and brokerage services. There is no direct link between our firm's participation in the program and the investment advice we give to our clients, although we receive economic benefits through our participation in the program that is typically not available to TD Ameritrade retail investors.

These benefits include the following products and services (provided without cost or at a discount): duplicate client statements and confirmations; research related products and tools; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain Institutional money managers.

Some of the products and services made available by TD Ameritrade through the program may benefit NestEggs, Inc. but may not benefit our client accounts. These products or services may assist us in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help us manage and further develop our business enterprise. The benefits received by NestEggs, Inc. through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. Clients should be aware, however, that the receipt of economic benefits by NestEggs, Inc. or our related persons in and of itself creates a potential conflict of interest and may indirectly influence our recommendation of TD Ameritrade for custody and brokerage services.

NestEggs, Inc.'s receipt of Additional Services raises potential conflicts of interest. In providing Additional Services to our firm, TD Ameritrade most likely considers the amount and profitability to TD Ameritrade of the assets in, and trades placed for, our client accounts maintained with TD Ameritrade. TD Ameritrade has the right to terminate the Additional Services Addendum with NestEggs, Inc., in its sole discretion, provided certain conditions are met. Consequently, in order to continue to obtain the Additional Services from TD Ameritrade, we may have an incentive to recommend to our clients that the assets under management by us be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade.

NestEggs, Inc.'s receipt of Additional Services does not diminish our duty to act in the best interests of our clients, including seeking best execution of trades for client accounts.

## **Item 13 Review of Accounts**

### **MODEL PORTFOLIO MANAGEMENT SERVICES**

**REVIEWS:** While the underlying securities within Model Portfolio Management Services accounts are regularly monitored, these accounts are reviewed on an annual basis. Accounts are reviewed in the context of the investment objectives and guidelines of each mutual fund model portfolio as well as any investment restrictions provided by the client. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

These accounts are reviewed by: Kevin B. Cheezum, Blake Macklin and Robert Slimmon.

**REPORTS:** In addition to the monthly statements and confirmations of transactions that Model Portfolio Management Services clients receive from their broker-dealer, NestEggs, Inc. will provide quarterly reports summarizing account performance, balances and holdings. These reports will also remind the client to notify us if there have been changes in the client's financial situation or investment objectives and whether the client wishes to impose investment restrictions or modify existing restrictions.

### **PENSION CONSULTING SERVICES**

**REVIEWS:** NestEggs, Inc. will review the client's Investment Policy Statement (IPS) whenever the client advises us of a change in circumstances regarding the needs of the plan. NestEggs, Inc. will also review the investment options of the plan according to the agreed upon time intervals established in the IPS. Such reviews will generally occur annually.

These accounts are reviewed by: Kevin B. Cheezum, Blake Macklin and Robert Slimmon.

**REPORTS:** NestEggs, Inc. will provide reports to Pension Consulting Services clients based on the terms set forth in the client's Investment Policy Statement (IPS).

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

### **CLIENT REFERRALS**

Our firm may pay referral fees to independent persons or firms ("Solicitors") for introducing clients to us. Whenever we pay a referral fee, we require the Solicitor to provide the prospective client with a copy of this document (our Firm Brochure) and a separate disclosure statement that includes the following information:

- the Solicitor's name and relationship with our firm;
- the fact that the Solicitor is being paid a referral fee; and
- the amount of the fee;

As a matter of firm practice, the advisory fees paid to us by clients referred by solicitors are not increased as a result of any referral.

It is NestEggs, Inc.'s policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients. NestEggs, Inc. may subcontract certain retirement plan Recordkeeping functions for client plans that are not within its geographic region. Such functions could include:

- Extracting and assembling payroll data to enable NestEggs, Inc. to generate retirement plan contribution calculations,
- Delivering and reviewing preliminary contributions,
- Delivering and reviewing final contributions.

Where such subcontracting of services is contemplated or executed, it will be disclosed in writing to the client and will specifically exclude any services which are investment advisory in nature, unless the service provider is itself a Registered Investment Advisor with its own separate contractual agreement with the client.

## **Item 15 Custody**

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts. Our clients receive monthly invoices detailing our Recordkeeping and Investment Management fee for the respective period.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

In addition to the periodic statements that clients receive directly from their custodians, we also send account statements directly to our clients on a quarterly basis. We urge our clients to carefully compare the information provided on these statements to ensure that all account transactions, holdings and values are correct and current.

Our firm does not have actual or constructive custody of client accounts.

## **Item 16 Investment Discretion**

Clients may hire us to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

## **Item 17 Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for:

1. directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and
2. making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.

Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

## **Item 18 Financial Information**

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

As an advisory firm that maintains discretionary authority for client accounts, we are also required to disclose any financial condition that is reasonable likely to impair our ability to meet our contractual obligations. NestEggs, Inc. has no additional financial circumstances to report.

NestEggs, Inc. has never been the subject of a bankruptcy petition.

## Part 2B of Form ADV: *Brochure Supplement*

Robert Farnsworth Slimmon



NestEggs Retirement Plan Services, Inc. (referred throughout as NestEggs, Inc.)  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Robert Farnsworth Slimmon that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Farnsworth Slimmon 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:** Robert Farnsworth Slimmon

**Born:** 1949

### **Education:**

- Princeton University; B.A., Psychology; 1970
- University of Illinois; M.A., Abnormal Psychology; 1972

### **Business Experience:**

NestEggs, Inc.; Vice President and Director; Employed 8/2000 to Present

## **Item 3**            **Disciplinary Information**

Robert has no disciplinary history.

## **Item 4**            **Other Business Activities**

### A. Investment-Related Activities

1. Robert is not engaged in any other investment related activities.
2. Robert does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### B. Non Investment-Related Activities

*Robert is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.*

## **Item 5**            **Additional Compensation**

Robert does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6**            **Supervision**

Robert is the Vice President of NestEggs, Inc. NestEggs, Inc. conducts weekly management meetings in which the firm's partners review and discuss business initiatives, current issues, policies, and procedures. The Partners collectively oversee the management of the firm and partner/officer activities. Advice is periodically monitored through scheduled Client Retirement Plan reviews.

The firm's Officers/Partners may be reached at 904-348-3131:

Robert Slimmon  
Kevin Cheezum  
Sarah Gronvold  
Blake Macklin

**Part 2B of Form ADV: *Brochure Supplement***

Kevin Brooks Cheezum



NestEggs Retirement Plan Services, Inc.  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Kevin Brooks Cheezum that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Kevin Brooks Cheezum 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:** Kevin Brooks Cheezum

**Born:** 1977

### **Education:**

- University of Central Florida; BS, Business Administration Finance; 2001
- Santa Fe Community College; AA, Business; 1999

### **Business Experience:**

NestEggs, Inc.; President and Chief Compliance Officer; Employed 4/2004 to Present

### **Designations:**

Kevin has earned the following designations and is in good standing with the granting authority:

- Qualified Plan Financial Consultant (QPFC); ASPPA; 2007  
Earning the ASPPA QPFC designation required successful completion of the following exams:
  - Retirement Plan Fundamentals Part 1 (RPF-1)
  - Retirement Plan Fundamentals Part 2 (RPF-2)
  - Plan Financial Consulting – Part 1 (PFC-1)
  - Plan Financial Consulting – Part 2 (PFC-2)

In addition to successfully completing the above exams, Kevin had to meet the following requirement:

Series 6, 7 or 65 license issued by the FINRA (formerly NASD) and two letters of reference demonstrating at least two years of retirement plan related experience.

- Qualified 401k Administrator (QKA); ASPPA; 2009  
Earning the ASPPA QKA designation required successful completion of the following exams and 2 years of experience in Retirement Plan related matters.
  - Retirement Plan Fundamentals Part 1 (RPF-1)
  - Retirement Plan Fundamentals Part 2 (RPF-2)
  - Defined Contribution Administrative Issues – Basic Concepts (DC-1)
  - Defined Contribution Administrative Issues – Compliance Issues (DC-2)
- Qualified Plan Administrator (QPA); ASPPA; 2012  
Earning the ASPPA QKA designation required successful completion of the following exams and 2 years of experience in Retirement Plan related matters.
  - Defined Contribution Administrative Issues – Basic Concepts (DC-1)
  - Defined Contribution Administrative Issues – Compliance Issues (DC-2)
  - Defined Contribution Administrative Issues – Advanced Topics (DC-3)
  - Administrative Issues of Defined Benefit Plans (DB)

**Item 3**                      **Disciplinary Information**

Kevin has no disciplinary history.

**Item 4**                      **Other Business Activities**

A. Investment-Related Activities

1. Kevin is not engaged in any other investment-related activities.
2. Kevin does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

*Kevin is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.*

**Item 5**                      **Additional Compensation**

Kevin does not receive any economic benefit from a non-advisory client for the provision of advisory services.

**Item 6**                      **Supervision**

Kevin is a Partner of NestEggs, Inc. NestEggs, Inc. conducts weekly management meetings in which the firm's partners review and discuss business initiatives, current issues, policies, and procedures. The Partners collectively oversee the management of the firm and partner/officer activities. Advice is periodically monitored through scheduled Client Retirement Plan reviews.

The firm's Officers/Partners may be reached at 904-348-3131:

- Robert Slimmon
- Kevin Cheezum
- Sarah Gronvold
- Blake Macklin

**Part 2B of Form ADV: *Brochure Supplement***

Blake A. Macklin



NestEggs Retirement Plan Services, Inc.  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Blake A. Macklin that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum (904) 348-3131 if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Blake A. Macklin 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:** Blake A. Macklin

**Born:** 1989

### **Education:**

University of Florida; B.A., Finance; 2011

### **Business Experience:**

- NestEggs, Inc.; Chief Financial Officer; Employed 11/2016 to Present
- National Auto Care; Finance Director; Employed 5/2011 to 10/2016

### **Designations:**

Blake has earned the following designations and is in good standing with the granting authority:

- Certified Public Accountant (CPA); 2016  
Earning the CPA designation required successful completion of the following exams.
  - Auditing and Attestation (AUD)
  - Business Environment and Concepts (BEC)
  - Financial Accounting and Reporting (FAR)
  - Regulation (REG)
- Accredited Investment Fiduciary (AIF); 2019  
Earning the AIF designation required successful completion of the following exam(s).
  - AIF® Examination

## **Item 3**      **Disciplinary Information**

Blake has no reportable disciplinary history.

## **Item 4**      **Other Business Activities**

- A. Investment-Related Activities
1. Blake is not engaged in any other investment-related activities.
  2. Blake does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.
- B. Non Investment-Related Activities
- Blake is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.*

**Item 5****Additional Compensation**

Blake Macklin does not receive any economic benefit from a non-advisory client for the provision of advisory services.

**Item 6****Supervision**

Blake is a Partner of NestEggs, Inc. NestEggs, Inc. conducts weekly management meetings in which the firm's partners review and discuss business initiatives, current issues, policies, and procedures. The Partners collectively oversee the management of the firm and partner/officer activities. Advice is periodically monitored through scheduled Client Retirement Plan reviews.

The firm's Officers/Partners may be reached at 904-348-3131:

Robert Slimmon

Kevin Cheezum

Sarah Gronvold

Blake Macklin

**Part 2B of Form ADV: *Brochure Supplement***

Sarah S. Gronvold



NestEggs Retirement Plan Services, Inc.  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Sarah S. Gronvold that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum (904) 348-3131 if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Sarah S. Gronvold 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:** Sarah S. Gronvold

**Born:** 1974

**Education:**

University of Vermont; B.A., Sociology; 1996

**Business Experience:**

- NestEggs, Inc.; VP, Client Services; Employed 7/2008 to Present

## **Item 3**            **Disciplinary Information**

Sarah has no reportable disciplinary history.

## **Item 4**            **Other Business Activities**

A. Investment-Related Activities

1. Sarah is not engaged in any other investment-related activities.
2. Sarah does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

*Sarah is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.*

## **Item 5**            **Additional Compensation**

Sarah Gronvold does not receive any economic benefit from a non-advisory client or the provision of advisory services.

## **Item 6**            **Supervision**

Sarah is a Partner of NestEggs, Inc. NestEggs, Inc. conducts weekly management meetings in which the firm's partners review and discuss business initiatives, current issues, policies, and procedures. The Partners collectively oversee the management of the firm and partner/officer activities. Advice is periodically monitored through scheduled Client Retirement Plan reviews.

The firm's Officers/Partners may be reached at 904-348-3131:

Robert Slimmon  
Kevin Cheezum  
Sarah Gronvold  
Blake Macklin

**Part 2B of Form ADV: *Brochure Supplement***

Alexander Jenkins



NestEggs Retirement Plan Services, Inc.  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Alexander Jenkins that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Alexander Jenkins 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:** Alexander Jenkins

**Born:** 1987

**Education:**

- University of Florida; BS, Food Resource Economics; 2011

**Business Experience:**

- NestEggs, Inc.; VP, Business Development; Employed 7/2018 to Present
- Zimmer Biomet; Senior Capital Device Representative; Employed 1/2013 to 7/2018
- Vector Marketing; Assistant Manager; Employed 10/2007 to 12/2008

**Designation:**

Alexander has earned the following designation and is in good standing with the granting authority:

*Certified Plan Fiduciary Advisor (CPFA); NAPA; 2019*

Earning the NAPA CPFA designation required successful completion of the following exam:

[NAPA CPFA Examination](#)

## **Item 3**      **Disciplinary Information**

Alexander has no disciplinary history.

## **Item 4**      **Other Business Activities**

A. Investment-Related Activities

1. Alexander is not engaged in any other investment-related activities.
2. Alexander does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

*Alexander is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.*

## **Item 5**      **Additional Compensation**

Alexander does not receive any economic benefit from a non-advisory client for the provision of advisory services.

**Item 6**      **Supervision**

**Supervisor:** Kevin B. Cheezum

**Title:** Chief Compliance Officer

**Phone Number:** 904-348-3131

Alexander is VP of Business Development and provides advice to clients with respect to making recommendations of any of the three NestEggs, Inc.'s Mutual Fund Model Asset Allocation Models. Alexander makes these recommendations based on the client's goals and objectives, but he does not make any custom allocation recommendations and therefore does not require supervision for this service. Kevin supervises Alexander on a weekly basis, and they work together on all existing and new client relationships.

**Part 2B of Form ADV: *Brochure Supplement***

Alison I Hollaway



NestEggs Retirement Plan Services, Inc.  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Alison I Hollaway that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Alison I Hollaway 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:** Alison I Hollaway

**Born:** 1951

**Education:**

ICI Secretarial Training College; 1970

**Business Experience:**

NestEggs, Inc.; Accounting Manager; Employed 4/2005 to Present

## **Item 3**      **Disciplinary Information**

Alison has no disciplinary history.

## **Item 4**      **Other Business Activities**

A. Investment-Related Activities

1. Alison is not engaged in any other investment-related activities.
2. Alison does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

*Alison is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.*

## **Item 5**      **Additional Compensation**

Alison does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6**      **Supervision**

**Supervisor:** Blake Macklin

**Title:** Chief Financial Officer

**Phone Number:** 904-348-3131

Alison is an Accounting Manager and provides advice to clients with respect to making recommendations of any of the three NestEggs, Inc.'s Mutual Fund Model Asset Allocation Models. Alison makes these recommendations based on the client's goals and objectives, but she does not make any custom allocation recommendations and therefore does not require supervision for this service. Blake supervises Alison on a weekly basis, and they work together on all existing and new client relationships.

**Part 2B of Form ADV: Brochure Supplement**

Irene Adelman



NestEggs Retirement Plan Services, Inc.  
10407 Centurion Pkwy N, Suite 126  
Jacksonville, Florida 32256

March 28, 2020

This brochure supplement provides information about Irene Adelman that supplements the NestEggs, Inc. brochure. You should have received a copy of that brochure. Please contact Kevin B. Cheezum if you did not receive NestEggs, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Irene Adelman 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:** Irene Adelman

**Born:** 1974

### **Education:**

- University of Hawaii at Manoa; MA, English; 2000
- Loyola Marymount University; BA, English; 1996

### **Business Experience:**

- NestEggs, Inc.; Senior Plan Consultant; Employed 10/2006 to Present
- Suemori & Inouye, Inc.; Supervisor of Distribution Dept.; Employed 2/2003 to 7/2006

### **Designations:**

Irene has earned the following designations and is in good standing with the granting authority:

- Qualified 401k Administrator (QKA); ASPPA; 2010  
Earning the ASPPA QKA designation required successful completion of the following exams and 2 years of experience in Retirement Plan related matters.
  - Retirement Plan Fundamentals Part 1 (RPF-1)
  - Retirement Plan Fundamentals Part 2 (RPF-2)
  - Defined Contribution Administrative Issues – Basic Concepts (DC-1)
  - Defined Contribution Administrative Issues – Compliance Issues (DC-2)
- Qualified Plan Administrator (QPA); ASPPA; 2012  
Earning the ASPPA QKA designation required successful completion of the following exams and 2 years of experience in Retirement Plan related matters.
  - Defined Contribution Administrative Issues – Basic Concepts (DC-1)
  - Defined Contribution Administrative Issues – Compliance Issues (DC-2)
  - Defined Contribution Administrative Issues – Advanced Topics (DC-3)
  - Administrative Issues of Defined Benefit Plans (DB)

## **Item 3**      **Disciplinary Information**

Irene has no disciplinary history.

## **Item 4**      **Other Business Activities**

### **A. Investment-Related Activities**

1. Irene is not engaged in any other investment-related activities.
2. Irene does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.



B. Non Investment-Related Activities

*Irene is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.*

**Item 5**      **Additional Compensation**

Irene does not receive any economic benefit from a non-advisory client for the provision of advisory services.

**Item 6**      **Supervision**

**Supervisor:** Kevin B. Cheezum

**Title:** Chief Compliance Officer

**Phone Number:** 904-348-3131

Irene is a Senior Plan Consultant and provides advice to clients with respect to making recommendations of any of the three NestEggs, Inc.'s Mutual Fund Model Asset Allocation Models. Irene makes these recommendations based on the client's goals and objectives, but she does not make any custom allocation recommendations and therefore does not require supervision for this service. Kevin supervises Irene on a weekly basis, and they work together on all existing and new client relationships.