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FORM ADV PART 2A. BROCHURE

This brochure provides information about the qualifications and business practices of Financial Management Concepts. If you have any questions about the contents of this brochure, please contact us at 407-647-7006. 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 Financial Management Concepts is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Financial Management Concepts is 118793.

Financial Management Concepts 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.

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Advisory Business

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Financial Management Concepts' registration was granted by the United States Securities and Exchange Commission on May 20, 2003. Brian Lee Fricke (CRD Number 1587768) owns one-hundred (100%) percent of the equity of the firm and is the president, secretary and treasurer of the firm. Anthony Van Ore (CRD Number 3028693) is Chief Compliance Officer of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm. The firm manages each client's portfolio on an individualized basis. Clients may impose restrictions on their accounts.

The firm does not sponsor any wrap programs. As of December 31, 2016, the firm managed assets on a discretionary basis in the amount of \$113,479,531 representing 518 accounts and on a non-discretionary basis in the amount of \$11,770,222, representing 55 accounts for a total of \$125,249,753 and 573 accounts.

Approximately fifty (50%) percent of Firm's total advisory billings shall be attributable to the provision of investment supervisory service support to clients. Approximately ten (10%) percent shall be attributable to the provision of advice about securities related matters and approximately forty (40%) percent shall be attributable to the provision of advice about non-securities-related matters.

Financial Management Concepts provides advisory services and furnishes advice to clients on matters not involving securities only as a part of a total financial planning process.

Fees and Compensation

Form ADV Part 2A, Item 5

The minimum fee includes fees for full service financial planning and investment management services. In certain instances, depending upon the client's needs and the services to be performed by advisor, a contract may be entered into with a fee different from the fee schedule set forth below. This fee would be based upon individual negotiations with the particular client within the range of fees set forth below under minimum fees.

The advisor provides a refund of unearned Financial Advisory Fees if the client for any reason chooses to terminate the Financial Advisory relationship at any time.

Financial Management Concepts is a fee-only advisor. As a fee-only firm no products are sold and compensation is solely from fees paid by clients.

Full Service Retainer Fee Schedule

<u>Asset Value over \$600,000</u>	<u>Quarterly Fee</u>	<u>Annual Fee</u>
Up to \$1,000,000	0.30%	1.20%
Over \$1,000,000	0.175%	0.70%
Minimum Fee	\$3,000.00	\$12,000.00

<u>Asset Value under \$600,000</u>	<u>Quarterly Fee</u>	<u>Annual Fee</u>
Up to \$400,000	\$1,100	\$4,400
\$400,000-\$600,000	\$1,650	\$6,600

Investment Only Retainer Fee Schedule

Minimum Fee	\$300	\$1,200
Any	.375%	1.5%

Performance-Based Fees and Side-By-Side Management

Form ADV Part 2A, Item 6

None.

Types of Clients

Form ADV Part 2A, Item 7

Individuals, pension plans, profit sharing plans, trusts, estates, charitable organizations corporations and other business entities.

Methods of Analysis, Investment Strategies and Risk of Loss

Form ADV Part 2A, Item 8

The SUPPLY & DEMAND INVESTMENT SYSTEM™ methods of analysis are fundamental analysis, technical analysis, cyclical analysis and charting.

The investment strategy provides broad diversification across markets, sectors, and styles as well as domestic and international equities, currencies and commodities primarily using Exchange Traded Funds (ETF's) and to a smaller degree Mutual Funds.

Individual bonds and cash are utilized to mitigate risk equity market risk and generate income.

Investing in securities involves risk of loss that clients should be prepared to bear. No investment is guaranteed to produce positive results.

Disciplinary Information

Form ADV Part 2A, Item 9

None.

Other Financial Industry Activities and Affiliations

Form ADV Part 2A, Item 10

None.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Form ADV Part 2A, Item 11

The firm has adopted a written Code of Ethics in accordance with SEC Rule 204A-1. Such Code of Ethics, among other things, requires associated persons of the firm to report personal securities holdings and transactions. Such personal securities holdings and transactions are reviewed on a quarterly basis by the Chief Compliance Officer of the firm. A copy of the firm's Code of Ethics is available to clients and prospective clients 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.

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, therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

Firm or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

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. These holdings are reviewed on a regular basis by Anthony Van Ore.
- 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.

Brokerage Practices

Form ADV Part 2A, Item 12

Firm and associated persons recommend custodians to clients. This is based on products, services, costs, quality of execution and ability to meet clients' needs. There are no directed brokerage arrangements.

Advisor participates in the Institutional advisor program (the "Program") offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC/NFA ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment advisors services that include custody of securities, trade execution, clearance, and settlement of transactions.

Review of Accounts

Form ADV Part 2A, Item 13

FOR REVIEWS: Advisor holds Investment Committee Meetings weekly to review individual investments in portfolio. Advisor reviews all accounts no less than quarterly with performance reviews at least annually. At each performance review, a portfolio valuation statement is prepared.

FOR REVIEWERS: The advisor employs two (2) financial planners who review each account no less than quarterly. Financial planners have varying functions. The reviewers are:

Brian Fricke, CFP[®], President

Anthony Van Ore, CFP[®], VP Planning and CCO

Each reviewer participates in the Investment Committee. Anthony Van Ore is responsible for leading the committee and the overall investment review process.

All accounts fall under the purview of these 2 reviewers.

Clients are provided with an updated annual net worth summary and performance reports at least annually.

The advisor provides online performance reporting to all accounts offering 24/7 access.

Client Referrals and Other Compensation

Form ADV Part 2A, Item 14

There are no solicitation arrangements or outside compensation arrangements.

There are no soft dollar arrangements that Financial Management Concepts participates in.

Custody

Form ADV Part 2A, Item 15

Financial Management Concepts does not maintain custody of client funds or securities. We establish relationships with non-affiliated third party clearing/custodying broker-dealers who are responsible for taking custody of and maintaining all client funds and securities, as discussed in item 12. Account statements are sent directly to the client by the custodian which should be reviewed carefully by the client.

Investment Discretion

Form ADV Part 2A, Item 16

Financial Management Concepts will assist clients in opening accounts with an independent custodian. Clients typically grant discretionary authority over accounts. In that discretionary authority is possible, the Firm will have the authority, without first obtaining specific client consent, to determine the securities to be bought or sold and/or the amount of the securities to be bought or sold. The firm will place trades and negotiate transaction costs on the client's behalf.

Voting Client Securities

Form ADV Part 2A, Item 17

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.

Financial Information

Form ADV Part 2A, Item 18

Insofar as no financial reporting is required, since the firm does not receive fees more than six months in advance, Financial Management Concepts is unaware of any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

Requirements for State-Registered Advisers

Form ADV Part 2A, Item 19

Not applicable.

Additional Information

None.

**Brian Lee Fricke
Anthony Van Ore**

**Financial Management Concepts
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Phone: 407-647-7006

February 9, 2016

FORM ADV PART 2B. BROCHURE SUPPLEMENT

This brochure supplement provides information about Brian L. Fricke and Anthony Van Ore that supplements the Financial Management Concepts brochure. You should have received a copy of that brochure. Please contact Anthony Van Ore, Chief Compliance Officer if you did not receive Financial Management Concepts' brochure or if you have any questions about the contents of this supplement.

Additional information about Brian L. Fricke and Anthony Van Ore is available on the SEC's website at www.adviserinfo.sec.gov.

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Educational Background and Business Experience

Form ADV Part 2B, Item 2

Brian L. Fricke, President, Secretary, Treasurer, Certified Financial Planner™, was born in 1959. He co-founded Financial Management Concepts in March 1991 and effective 1/1/97 became 100% owner/shareholder. Prior to founding Financial Management Concepts he held management positions with various investment and financial firms.

Anthony Van Ore, Vice President, was born in 1969. He earned his Bachelor of Science from the University of Central Florida in Orlando, FL in 1991 and is a Certified Financial Planner™.

Tony has been with Financial Management Concepts since April 2008 and worked at Charles Schwab from 2000 to 2008 in various capacities. Prior he held positions at other financial companies and spent time as a deputy sheriff in Brevard County, Florida.

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

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

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

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

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

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

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

Disciplinary Information

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None.

Form ADV Part 2B, Item 3

Other Business Activities

None.

Form ADV Part 2B, Item 4

Additional Compensation

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None.

Form ADV Part 2B, Item 5

Supervision

Form ADV Part 2B, Item 6

Anthony Van Ore, as Chief Compliance Officer of the firm, supervises the professional activities of Mr. Fricke.

Requirements for State-Registered Advisers

Form ADV Part 2B, Item 7

Not applicable.