

Firm Brochure Supplement
(Part 2B of Form ADV)

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This brochure supplement provides information about David E. (Chip) Workman, Jeannette A. Jones, Michael E. Raidt, and Sarah M. Tenhundfeld that supplements The Asset Advisory Group's (TAAG's) brochure. You should have received a copy of that brochure. Please contact us if you did not receive TAAG's brochure or if you have any questions about the contents of this supplement. Additional information about each person listed in this document is available on the SEC's website at www.adviserinfo.sec.gov

March 25, 2020

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Education and Business Standards

The Asset Advisory Group (TAAG) requires its advisors to have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, CFP®, CFA, JD, or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Professional Certifications

Employees of The Asset Advisory Group have earned certifications and credentials that are required to be explained in further detail.

Masters of Business Administration (MBA): A master's degree in business administration is a post graduate program designed to provide training in the theory and practice of business management. A variety of business fields are covered, including accounting, finance, marketing, human resources, and management.

Certified Financial Planner™ (CFP®): The Certified Financial Planner™ is a professional certification granted in the United States by the Certified Financial Planner Board of Standards, Inc. (CFP Board).

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

- Education – Must attain a Bachelor's degree from an accredited college or university, and complete an advanced college-level course of study addressing the financial planning subject areas that the CFP Board's studies have determined as necessary for competent and professional delivery of financial planning services. Subject areas include insurance planning and risk management, employee benefits, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Must pass the comprehensive CFP® Certification Examination administered over a two-day period, including case studies designed to test a student's ability to diagnose financial planning issues and provide solutions for real world circumstances.
- Experience – Must complete at least three years of full-time financial planning-related experience; and
- Ethics – Must successfully pass the Candidate Fitness Standards and background check, and agree to be bound by the 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 on-going education and ethics requirements to maintain the right to continue to use the CFP® marks:

- Continuing Education – Must 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 – Must renew an agreement to be bound by the Standards of Professional Conduct requiring that CFP® professionals provide financial planning services at a fiduciary standard of care.

Certified Public Accountant (CPA): A CPA is an individual with supplemental knowledge of personal financial planning, business accounting and tax laws. To attain the designation, an individual must meet the following requirements:

- Education – Must attain a bachelor's degree in accounting from an accredited college or university, with a minimum number of hours in accounting and business administration. Once they have passed the Uniform Certified Public Accountant Examination, must also complete the Accountancy Board of Ohio professional standards and responsibilities course.
- Exam – Must pass the two day, four-part Uniform CPA Examination administered by the applicable State Board of Accountancy and overseen by the National Association of State Boards and the American Institute of Certified Public Accountants.
- Experience – In Ohio, must be employed for two years in public accounting.
- Continuing Education and Ethics – Must obtain 120 hours of continuing education every three years, in addition to abiding by a strict code of professional and personal conduct.

David E. (Chip) Workman, MBA, CFP®

Chip Workman is the President and co-owner of TAAG. Prior to joining TAAG in 2008, Chip developed his financial planning experience as a Personal Trust Officer with US Bank, opened the first private banking office for Merchants Bank & Trust, and later the first Cincinnati office for Stock Yards Bank. At US Bank, Chip consulted with clients on a wide spectrum of trust services, and provided financial analysis and trust administration for clients. At both Stock Yards and Merchants Bank & Trust, he worked with high net worth clients on their personal and family wealth plans.

Date of birth

November 14, 1978

Education

MBA, Xavier University, 2005

BA, Miami University, 2002

Business Experience

President and Owner, The Asset Advisory Group, Inc. (2015 – Present)

Lead Advisor and Owner, The Asset Advisory Group, Inc. (2013 – Present)

Lead Advisor, The Asset Advisory Group, Inc. (2008 – Present)

VP Private Banking, Stock Yards Bank & Trust (2007 – 2008)

VP Private Banking, Merchants Bank & Trust (2005- 2007)

Personal Trust Officer, US Bank, N.A. (2002 – 2005)

Professional Designations

CFP® (Certified Financial Planner)

Disciplinary Information

Mr. Workman does not have any history of reportable disciplinary events.

Other Business Activities

Mr. Workman is not engaged in any other investment-related business or occupation.

Additional Compensation

Mr. Workman does not receive any compensation for his work other than his salary from TAAG.

Supervision

As Chief Compliance Officer, Jeannette Jones is primarily responsible for supervision of our employees' advisory activities and advice provided to our clients. We have written policies and procedures, which include the use of investment policy statements signed by both the client and the advisor, restrictions on employee personal trading, and prohibitions against trading based on material non-public information. Jeannette regularly monitors these and other elements of the firm's policies and procedures to help assure compliance.

Jeannette Jones can be contacted at (513) 771-7222 or at jjones@taaginc.com.

Requirements for State-Registered Advisors

Since TAAG is registered with the SEC, there are no additional disclosures.

Jeannette A. Jones, CPA, CFP®

Jeannette A. Jones is the founder and co-owner of The Asset Advisory Group, and has spent over 25 years serving clients as a financial advisor. Prior to establishing the company in 1988, Jeannette gained business and tax experience as both a commercial lending officer and an auditor with an international accounting firm.

Date of birth

December 13, 1959

Education

BSBA in Accounting and Finance, The Ohio State University (1982)

Business Experience

Founder, Owner, and Lead Advisor, The Asset Advisory Group, Inc. (1988 – Present)
President, The Asset Advisory Group, Inc. (1988 – 2015)
Commercial Banking Officer, KeyBank (1985 – 1988)
Supervising Senior Auditor, KPMG (1982 – 1985)

Professional Designations

CFP® (Certified Financial Planner)
CPA (Certified Public Accountant)

Disciplinary Information

Ms. Jones does not have any history of reportable disciplinary events.

Other Business Activities

Ms. Jones is not engaged in any other investment-related business or occupation.

Additional Compensation

Ms. Jones does not receive any compensation for her work other than her salary from TAAG.

Supervision

Jeannette Jones is the Chief Compliance Officer. While Ms. Jones has ultimate decision-making authority, TAAG has other advisors who act as portfolio manager and other personnel who regularly meet and discuss each other's activities as they relate to advice provided to advisory clients, including transactions effected for client accounts. The advisors, including Ms. Jones, review accounts on an ongoing basis to monitor the disciplined and consistent implementation of their investment decisions. TAAG conducts account reviews on an ongoing basis to assure adherence to clients' stated investment objectives, investment restrictions, and limitations. This includes accounts managed by Ms. Jones.

Jeannette Jones can be contacted at (513) 771-7222 or at jjones@taaginc.com.

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Sarah M. Tenhundfeld, CFP®

Sarah M. Tenhundfeld is an Associate Financial Planner at The Asset Advisory Group, and has worked in the Investment Management and Financial Planning industry since 2012. Prior to joining the firm in 2019, Sarah worked as a Financial Advisor for The Pinnacle Group. During her time with The Pinnacle Group she worked with individual clients to develop appropriate asset allocation and investment management strategies. She also assisted business owners with implementing their workplace retirement plans and conducted investment education workshops for their employees.

Date of birth

May 19, 1992

Education

B.B.A, University of Cincinnati (2015)

Business Experience

Associate Financial Planner, The Asset Advisory Group, Inc. (2019 – Present)

Financial Advisor, The Pinnacle Group (2016-2019)

Operations Associate, Johnson Investment Counsel (2015-2016)

Investment Operations Co-op, Robert Leshner and Associates (2012-2014)

Professional Designations

CFP® (Certified Financial Planner)

Disciplinary Information

Ms. Tenhundfeld does not have any history of reportable disciplinary events.

Other Business Activities

Ms. Tenhundfeld is not engaged in any other investment-related business or occupation.

Additional Compensation

Ms. Tenhundfeld does not receive any compensation for her work other than her salary from TAAG.

Supervision

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Jeannette Jones can be contacted at (513) 771-7222 or at jjones@taaginc.com.

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Michael E. Raidt, CFP®

Michael E. Raidt is a Financial Planner at The Asset Advisory Group, and has worked in the Investment Management and Financial Planning industry since 2006. Prior to joining TAAG in 2020, Michael developed his financial planning experience as a Senior Analyst at Lenox Wealth Management from 2008-2014 and then in the commercial property and liability insurance industry from 2014-2019. At Lenox, Michael worked closely with clients at various stages of their financial lives. He assisted with planning and investment advising activities with a focus on corporate executives, business owners and retirees. As a commercial insurance advisor at both AssuredPartners and Shepherd Insurance, Michael advised business owners and individuals on a wide variety of property and liability related insurance issues.

Date of birth

January 8, 1986

Education

BA, Xavier University, 2008

Business Experience

Financial Advisor, The Asset Advisory Group, Inc. (2020-Present)
Insurance Advisor, Shepherd Insurance (2017-2019)
Insurance Advisor, AssuredPartners (2014-2017)
Senior Analyst, Lenox Wealth Management (2011-2014)
Analyst, Lenox Wealth Management (2008-2011)
Financial Planning Intern, Lenox Wealth Management (2006-2008)

Professional Designations

CFP® (Certified Financial Planner)

Disciplinary Information

Mr. Raidt does not have any history of reportable disciplinary events.

Other Business Activities

Mr. Raidt is not engaged in any other investment-related business or occupation.

Additional Compensation

Mr. Raidt does not receive any compensation for his work other than his salary from TAAG.

Supervision

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Jeannette Jones can be contacted at (513) 771-7222 or at jjones@taaginc.com.

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