## FORM ADV

## Part II - Page 1

## **Uniform Application for Investment Adviser Registration**

Name of Investment Adviser: Smart401k, LLC						
Address: (Number and Street) 7501 College Blvd. STE 125	(City) Overland Park	(State) <b>KS</b>	(Zip Code) <b>66210</b>	Area Code: Telephone number: (877) 627-8401		

This part of Form ADV gives information about the investment adviser and its business for the use of clients.

The information has not been approved or verified by any governmental authority.

## **Table of Contents**

<u>Item Number</u>	<u>Item</u>	<u>Page</u>
1	Advisory Services and Fees	2
2	Types of Clients	2
3	Types of Investments	3
4	Methods of Analysis, Sources of Information and Investment Strategies	3
5	Education and Business Standards	4
6	Education and Business Background	4
7	Other Business Activities	4
8	Other Financial Industry Activities or Affiliations	4
9	Participation or Interest in Client Transactions	5
10	Conditions for Managing Accounts	5
11	Review of Accounts	5
12	Investment or Brokerage Discretion	6
13	Additional Compensation	6
14	Balance Sheet	6
	Continuation Sheet	Schedule F
	Balance Sheet, if required	Schedule G

(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

FORM	ADV
Part II - F	Page 2

 Applicant
 SEC File Number
 Date

 Smart401k, LLC
 801- 62494
 5/18/2006

1.	A.	Advisory Services and Fees. (check the applicable boxes)			% o	imate		
		Applicant:  (1) Provides investment supervisory services. (2) Manages investment advisory accounts not involving investment supervisory services. (3) Furnishes investment advice through consultations not included in either service described above. (4) Issues periodicals about securities by subscription. (5) Issues special reports about securities not included in any service described above. (6) Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities. (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities. (8) Provides a timing service. (9) Furnishes advice about securities in any manner not described above.  (Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)					% % % % % % % % % % % % % 100 %	
-	В.							
-	C. □	Applicant offers investment advisory services for: (check all that apply)  (1) A percentage of assets under management						
-	<ul> <li>D. For each checked box in A above, describe on Schedule F:</li> <li>the services provided, including the name of any publication or report issued by the adviser on a subscription basis</li> <li>applicant's basic fee schedule, how fees are charged and whether its fees are negotiable</li> <li>when compensation is payable, and if compensation is payable before service is provided, how a client may get a reterminate an investment advisory contract before its expiration date</li> </ul>							
2.	Туре	s of clie	nts - Applicant generally provides investment advice to: (cl	neck 1	those th	at apply)		
	$\boxtimes$	A.	Individuals		E.	Trusts, estates, or charitable organizations		
		B.	Banks or thrift institutions		F.	Corporations or business entities other than t	hose listed a	above
		C.	Investment companies		G.	Other (describe on Schedule F)		
		D.	Pension and profit sharing plans					

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

FORM ADV	Applicant	SEC File Number
Part II - Page 3	Smart401k, LLC	801- <b>62494</b>

3.	Турс	es of Inv	estme	nts. Applicant offers advice on the following: (check thos	e that a	pply)	
		A.	Equi	ty securities		H.	United States government securities
				xchange-listed securities		I.	Options contracts on:
				ecurities traded over-the-counter oreign issuers			(1) securities (2) commodities
		B.	Warr	rants		J.	Futures contracts on:
		C.	Corp	orate debt securities (other that commercial paper)			<ul><li>(1) tangibles</li><li>(2) intangibles</li></ul>
		D.	Com	mercial paper			
		E.	Certi	ficates of deposit		K.	Interests in partnerships investing in:
		F.	Mun	icipal securities			<ul><li>(1) real estate</li><li>(2) oil and gas interests</li></ul>
		G.	Inves	stment company securities:			(3) other (explain on Schedule F)
			(2) v	ariable life insurance ariable annuities nutual fund shares	$\boxtimes$	L.	Other (explain on Schedule F)
4.	Metl	hods of	Analys	sis, Sources of Information, and Investment Strategies.			
	A.	Applic	cant's s	ecurity analysis methods include: (check those that apply)			
		(1)	$\boxtimes$	Charting	(4)		Cyclical
		(2)	$\boxtimes$	Fundamental	(5)		Other (explain on Schedule F)
		(3)	$\boxtimes$	Technical			
-	B.	The m	ain sou	arces of information applicant uses include: (check those the	at appl	y)	
		(1)	$\boxtimes$	Financial newspapers and magazines	(5)		Timing services
		(2)		Inspections of corporate activities	(6)		Annual reports, prospectuses, filings with the Securities and Exchange Commission
		(3)	$\boxtimes$	Research materials prepared by others	(7)	$\boxtimes$	Company press releases
		(4)	$\boxtimes$	Corporate rating services	(8)	$\boxtimes$	Other (explain on Schedule F)
-	C.	The in	vestme	ent strategies used to implement any investment advice giv	en to cl	ients in	clude: (check those that apply)
		(1)	$\boxtimes$	Long term purchases (securities held at least a year)	(5)		Margin transactions
		(2)		Short term purchases (securities sold within a year)	(6)		Option writing, including covered options, uncovered options or spreading strategies
		(3)		Trading (securities sold within 30 days)	(7)		Other (explain on Schedule F)
		(4)		Short sales			

Date **5/18/2006** 

FORM	ADV
Part II - P	age 4

Applicant	SEC File Number	Date
Smart401k, LLC	801- <b>62494</b>	5/18/2006

5.	Educ	cation	and Business Standards.					
	Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?							No ⊠
			(If yes, describe the	se stan	dards	on Schedule F.)		
6.	Educ	cation	and Business Background					
	For:							
	•	each	member of the investment committee or group that determ	nines g	genera	investment advice to be given to clients, or		
	•		applicant has no investment committee or group, each in ore than five, respond only for their supervisors)	dividua	al who	determines general investment advice given to clients	<b>;</b>	
	•	each	principal executive officer of applicant or each person with	th simi	lar sta	tus or performing similar functions.		
	On S	chedul	e F, give the:					
	•	name	,		•	formal education after high school		
	• year of birth • business background for the preceding five year							
7.	Other Business Activities. (check those that apply)							
	☐ A. Applicant is actively engaged in a business other than giving investment advice.							
		B. Applicant sells products or services other than investment advice to clients.						
		C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.						
	(For each checked box describe the other activities, including the time spent on them, on Schedule F.)							
8.	Othe	r Fina	ncial Industry Activities or Affiliations. (check those th	at appl	ly)			
		A.	Applicant is registered (or has an application pending) a	s a sec	urities	broker-dealer.		
		B.	Applicant is registered (or has an application pending) a trading adviser.	s a futu	ires c	ommission merchant, commodity pool operator or con	nmodity	
		C.	Applicant has arrangements that are material to its advis	ory bu	siness	or its clients with a related person who is a:		
		(1)	broker-dealer		(7)	accounting firm		
		(2)	investment company		(8)	law firm		
	$\boxtimes$	(3)	other investment adviser		(9)	insurance company or agency		
		(4)	financial planning firm		(10	pension consultant		
		(5)	commodity pool operator, commodity trading advisor or futures commission merchant		(11	real estate broker or dealer		
		(6)	banking or thrift institution		(12	entity that creates or packages limited partnerships		
		(	For each checked in box in C, on Schedule F identify the	related	l perso	on and describe the relationship and the arrangements.	)	
	D.	Is app	plicant or a related person a general partner in any partner	ship in	whic	h clients are solicited to invest?	Yes	No ⊠
			(If yes, describe on Schedule F	he par	tnersh	ips and what they invest in.)		

FΟ	RM	A D	V	Applicant	SEC File Number	Date		
		Page		Smart401k, LLC	801- <b>62494</b>	5/18/2006		
		9-		•				
9.	Participation or Interest in Client Transactions.							
	Applicant or a related person: (check those that apply)							
		A.	As pri	incipal, buys securities for itself from or sells securities it owns to any client.				
	☐ B. As broker or agent effects securities transactions for compensation for any client.							
	C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.							
	$\boxtimes$	D.		nmends to clients that they buy or sell securities or investment products in whicial interest.	ich the applicant or a related person ha	s some		
	$\boxtimes$	E.	Buys	or sells for itself securities that it also recommends to clients.				
				ach box checked, describe on Schedule F when the applicant or a related person what restrictions, internal procedures, or disclosures are used for conflicts of in				
	10. Conditions for Managing Accounts. Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services and impose a minimum dollar value of assets or other conditions for starting or maintaining an account?							
				s. If applicant provides investment supervisory services, manages investment neial planning or some similarly termed services:	advisory accounts, or holds itself			
	A. Describe below the reviews and reviewers of the accounts. <b>For reviews</b> , include their frequency, different levels, and triggering factors. <b>For reviewers</b> , include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.							
d a q	Smart401k offers customized investment recommendations via the internet to retirement plan participants. Smart401k does not review or monitor the participant's actual company 401(k) accounts. The Smart401k accounts are self directed and available for review by the participant via the internet. Smart401k asks that participants review their accounts quarterly to address and review their asset allocation through the Smart401k website. It is the sole responsibility of the participant to update their accounts and address any personal circumstances that may have changed.							

B. Describe below the nature and frequency of regular reports to clients on their accounts.

Clients are permitted to access the Smart401k website at any time to review their investment profile and the recommendations that are provided by Smart401k. Smart401k does not provide reports to clients other than through the clients interaction with the website. Clients are directed and encouraged to visit the Smart401k website if they have any changes in their circumstances or retirement plan investments.

FORM	ADV
Part II - F	Page 6

Applicant	SEC File Number	Date
Smart401k, LLC	801- <b>62494</b>	5/18/2006

12.	Inve	nvestment or Brokerage Discretion.			
	A.	Does applicant or any related person have authority to determine, without obtaining specific client consent, the:		N	
		(1) securities to be bought or sold?	Yes	No No	
		(2) amount of the securities to be bought or sold?	Yes □ Yes	No ⊠ No	
		(3) broker or dealer to be used?	Yes	⊠ No	
		(4) commission rates paid?			
-	В.	Does applicant or a related person suggest brokers to clients?	Yes	No	
		For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:			
		• the products, research and services			
		<ul> <li>whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services</li> </ul>			
		• whether research is used to service all of applicant's accounts or just those accounts paying for it; and			
		<ul> <li>any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for product and research services received.</li> </ul>			
13.	Additional Compensation.				
	Does	the applicant or a related person have any arrangements, oral or in writing, where it:			
	A.	is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients?	Yes ⊠ Yes	No □ No	
	B.	directly or indirectly compensates any person for client referrals?			
		(For each yes, describe the arrangements on Schedule F.)			
14.	Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:				
		<ul> <li>has custody of client funds or securities; or</li> </ul>			
		• requires prepayment of more than \$500 in fees per client and 6 or more months in advance	Van	N. I	
		Has applicant provided a Schedule G balance sheet?	Yes	No	

Applicant: Smart401k, LLC SEC File Number: Date:

801- **62494** 

5/18/2006

1. Full name of applicant exactl Smart401k, LLC	ly as stated in Item 1A of Part I of Form ADV:	IRS Empl. Ident. No.: <b>20-0193857</b>		
Item of Form	Answer	20-0193037		
(identify)	Allswei			
1.D	Smart401k, LLC ("Smart401k" or the "Firm") provides non-discretionary invest advice to its clients exclusively in regard to the client's investments in comprehensive sponsored 401(k) plans. Smart401k offers its clients the ability to input information to the client's retirement investments, time horizon, risk tolerance and invest goals into questionnaires located on our proprietary website. Clients may also required in certain instances to supply information regarding the investment operation that are available through the company-sponsored retirement plans in which the participates. Based on the information supplied by the client, the Firm properation investment guidance to the client as to our recommendations as to the appropriate options. The recommendations include specific funds and the dollar amount allocated to each fund. In addition, clients are provided an action plan ocontains specific instructions as to implementing – if the client so chooses elements of the action plan. The investment advice provided to a client is based the information supplied by the client and the market and economic conduction prevailing (or reasonably believed to occur) at the specific time that the invest advice is provided to the client. The Smart401k website also offers links to interaretirement planning tools and recommended sites for further investment retirement education.			
	We base our research tools and methodology principally on M and The Efficient Frontier. Generally, these methods of anal contraction of a well-diversified portfolio of investments as t satisfactory long-term growth, consistent with the risk level of We typically seek to avoid what we perceive to be riskier involved toward capital preservation. As noted above, however, investment decisions and have no discretion or control over clients.	ysis are based on the he avenue to achieve the market participant. restments, with a view we do not make any		
	Clients are permitted to contact us directly by email or fax to obguidance supplied through the Firm's interactive website or have questions as to the operation of the site or have difficusite.	in the event that they		
	The Firm uses proprietary and third party research tools in for provided in response to client questionnaires. As to the use of tools, we have taken steps to evaluate the reliability of su however, we cannot be responsible for any error that occurs that	third party services or uch services or tools;		
	We do not select the investment options that are or might through their company-sponsored plan. As such, any guida limited to the universe of investment options made available retirement plan.	nce that we provide is		
	We may be deemed to be under common control (as defined relationships with other firms that provide services to inves plans. The Mutual Fund Store permits us to use their name marketing materials. In addition, The Mutual Fund Store relationships with the services of the	tors and/or retirement on our website and in		

Schedule F of Form ADV

Applicant: Smart401k, LLC SEC File Number:

Date:

Continuation Sheet for Form ADV Part II

801- 62494

5/18/2006

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: IRS Empl. Ident. No.: 20-0193857 Smart401k, LLC Item of Form Answer (identify) certain - but not all -- of their proprietary research tools. The Mutual Fund Store, however, is under no obligation to provide any investment advice, guidance, research or other service to us or any of our clients. Any investment advisory relationship is with our clients is strictly between us and the client. In addition, we also may be deemed to be under common control with the Center for Fiduciary Management ("CFFM"). CFFM provides services to companies and their sponsored retirement plans. There might be circumstances in which CFFM provides services to the same companies or retirement plans for which we provide guidance to the participants of those plans. CFFM may provide guidance as to the investment options that are available to company-sponsored plans. It is up to the plan sponsor to determine which investment options to make available through the plan. There may be circumstances in which the plan sponsor does not choose to adopt the recommendations provided by CFFM (and therefore effect the investment options available to client of Smart401k). In any such circumstance, Smart401k has no responsibility for the company or plan sponsor's decision or the ramifications of such decision. As explained in more detail below, the fees for the use of our service might be paid in certain circumstances by the company sponsoring the retirement plan, the plan itself or a service provider to the plan. In such situations, the plan sponsor or service provider paying our fee might seek to reduce its costs by either limiting the services available through Smart401k or otherwise. Also, there might be situations in which a plan service provider pays, from a portion of the amount they earn for the services provided to the plan, our service fee. There could be incentives for such providers to seek to increase the number or amount of plan transactions. **FEES** In certain circumstances Smart401k and the company that offers or sponsors a defined-contribution retirement plan ("401k Plan") or a service provider (referred to herein as the "Sponsor") to the 401k Plan Smart401k fees can be paid by the Company as a benefit for the employee or by the employee directly. In this sense, Smart401k can have customers that are Corporations or Companies. If the Smart401k service is funded by the Sponsor, two types of fees are typically charged: a setup fee and a fee per participating employee. Setup fees range from 0 -\$2,000 per Sponsor, and employee fees range from \$20 to \$32 per year based on the Company employee base, up to 10,000 employees. Based on the number of plan participants. Smart401k may waive the setup fee and negotiate the annual employee fee. The fees paid by the Sponsor are billed when the Smart401k setup is complete (and the service becomes available to plan participants). If the Smart401k service is paid for by individuals, They must pay when registering for the service on the Smart401k website. The standard pricing is \$59 per quarter (every 3 months), or \$199.95 per year, payable in advance. This pricing can be reduced through a group discount to companies that allow the marketing of Smart401k to their employees. The typical discount lowers the price per individual to \$45 per quarter, or

Applicant: Smart401k, LLC SEC File Number: Date:

801- **62494** 

5/18/2006

Smart401k, LLC	sactly as stated in Item 1A of Part I of Form ADV:	IRS Empl. Ident. No.: <b>20-0193857</b>
Item of Form (identify)		
	\$149.95 per year.	
	Company Sponsors or individual investor clients may to Smart401k at any time upon written or email notice. A notification, the participating individual's will be dead website, and the individual or Sponsor, as applicable, services they terminated. Termination will be effect following month. An employer sponser will be refu month's worth of subscription fees for the employee's investor will be refunded for unused months based payment.	After receiving written/emailed ctivated from the Smart401k will no longer be billed for the tive at the beginning of the inded via check any unused they paid for. An individual
	Smart 401k may enter into agreements with clients pu hourly fee for the work requested by the client. The corresponding rate are subject to negotiation with the cli	amount of such fee and the
3.L	Smart401k will provide recommendations on all investm 401k Plan, with the exception of Company Stock or any security, which Smart401k will not offer specific advice of advice is given on Company Stock, Smart401k provides participants that less than 10% of an individuals retiremed Company Stock. In addition to the securities specificall item 3 this Part II of Form ADV, Smart401k may provide Investment Contracts and Stable Value Accounts. As to advice giving is limited to the types of investments available particular retirement plan.	other individual company on. Although no specific s general guideance to ent portfolio should be in y identified in response to guidance as to Guaranteed o any particular client, the
4.B.8	In addition to the use of the type of information specifical engage in direct interviews with fund managers to obtain regarding the mutual funds made available to plan particular services, such as Morningstar or Lipper, may be used to	n additional information cipants. In addition, third party
6	Education and Business Background	
	Officers	
	SCOTT SETTLE REVARE Year of Birth: 1958	
	Formal Education: University of Colorado from 1976 to 1981, B.S. Finance	
	Business Background: Owner and CEO of Smart401k, LLC from 9/03 to preser Employee, then Partner with Accenture, LLC from 2/94 t	

Applicant: Smart401k, LLC

SEC File Number:

Date:

Continuation Sheet for Form ADV Part II

801- **62494** 

5/18/2006

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV:  Smart401k, LLC  IRS Empl. Ident. No.: 20-0193857			
Smart401k, LLC  Item of Form	Answer	20-0 19309/	
(identify)	(identify) Allswei		
	ADAM STUART BOLD, Year of Birth: 1964		
	Formal Education: University of Missouri-Kansas City from 1983 to 1985, studying Accounting University of Missouri-Columbia from 1982 to 1983, studying Accounting		
	Business Background: Owner and IA Representative of TMFS from 8/2000 to present Chairman and CEO of The Mutual Fund Store, LLC from 8/2000 to present President of Bold Financial Group, Inc. from 7/96 to present Owner and Chief Investment Officer of Smart401KLLC, from 9/2003 to pres Registered Representative of Cambridge Investment Research, Inc. 09/200 05/2001		
	Advisors		
	JOHN PAUL CHLADEK Year of Birth: 1980		
	Formal Education: Rockhurst University from 2004 to 2006, MBA Finance & Management University of Nebraska – Lincoln from 2001 to 2002, BSBA Finance St. Mary's University from 1998 to 2000, studying Finance		
	Business Background: Senior Investment Advisor with Smart401k, LLC from 9/0 Registered Representative of JPMorgan Retirement Plan Account Administrator with Lockton Benefit Company from Representative with Daimler-Chrysler Financial Services Intern with The Mutual Fund Store from 7/00 to 1/02	Services from 9/03 to 9/05 m 2/03 to 7/03	
	KEVIN MATTHEW JAEGERS Year of Birth: 1979		
	Formal Education: Southwest Missouri State University from 2001 to 2004, E Management	3.S. Insurance & Risk	
	Business Background: Investment Advisor with Smart401k, LLC from 2/06 to pre Registered Representative of JPMorgan Retirement Plan Registered Representative of Andrew Garrett Investment Manager with Little Caesars Pizza from 5/99 to 10/03	Services from 2/05 to 2/06	

Applicant: Smart401k, LLC SEC File Number: Date: 801- 62494 5/18/2006

1. Full name of applicant ex Smart401k, LLC	IRS Empl. Ident. No.: <b>20-0193857</b>		
Item of Form (identify)	·		
8.C.3	Please see Item 1.D above.		
9.D; 9.E	9.D; 9.E While Smart401k does not offer traditional portfolio management services or have discretion as to client investments, individuals associated with Smart401k may be sell securities identical to those mutual fund investments or securities which may offered as investment options in any of Smart401k's plan sponsor clients' qualified retirement plans.		
Smart401k may from time to time compensate, either directly or indir or any person for client referrals. Smart401k will conduct such arrange accordance with all applicable laws, rules and regulations.		uct such arrangements in	