

**FORM ADV PART 2A  
DISCLOSURE BROCHURE**



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This brochure provides information about the qualifications and business practices of One Life Financial Group, Inc. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 763-251-8040. 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 One Life Financial Group, Inc. (CRD #281792) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**MARCH 9, 2017**

## **Item 2: Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

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### **Material Changes since the Last Update**

This update is in accordance with the required annual update for Registered Investment Advisors. Since the last filing of this brochure on December 28, 2015, the following has been updated:

- Item 4 has been updated with current advisory business types offered.
  - Item 5 has been updated to disclose fee payment options.
  - Item 10 has been updated to disclose Mr. Lahr is no longer an insurance agent.
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### **Full Brochure Available**

This Firm Brochure being delivered is the complete brochure for the Firm.

# Item 3: Table of Contents

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## Item 4: Advisory Business

### Firm Description

One Life Financial Group, Inc. (“One Life”) was founded in 2011 and became registered as an investment advisor in 2015. Brian Westfall Lahr is 100% stockholder.

One Life is a fee only financial life planning and investment management firm.

One Life does not act as a custodian of client assets.

An evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement, risk analysis or similar document. Periodic reviews are also conducted to review progress towards specific courses of action that need to be taken to achieve client goals.

Other professionals (e.g., lawyers, accountants, tax preparers, insurance agents, etc.) are engaged directly by the client on an as-needed basis and may charge fees of their own. Conflicts of interest will be disclosed to the client in the event they should occur.

### Types of Service Plans

<b>GUIDANCE &amp; IMPLEMENTATION</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
<b>Purpose Driven Life Planning &amp; Goal Setting</b>	+	+	+
<b>Assets Under Management</b>	+	+	+
Portfolio implementation (account funding, transfers, trading & distributions)	+	+	+
Account service and rebalancing	+	+	+
Access to Dimensional funds	+	+	+
Minimum account size	No Minimum	No Minimum	No Minimum
<b>External Account Management Investment Selection</b>	+	+	+
Company retirement plans*	Up to 2	Up to 3	Up to 6
Education accounts	1 / child	1 / child	Up to 2 / child
Company retirement plan self-directed brokerage			+
<b>External Account Management General Allocations</b>	+	+	+
Other accounts not under management of OLFG (brokerage, variable annuity, health savings accounts, etc.)**	Up to 4	Up to 8	Up to 12

<b>CUSTOM PLANNING, MAINTENANCE &amp; REPORTING***</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Accountability & Support	+	+	+
Business Planning	+	+	+
Cash Flow Coaching	+	+	+
Collaborate with other professionals (mortgage, insurance agents, accountant, attorney, etc.)	+	+	+
Current Year Cash Flow Analysis	+	+	+
Debt Management	+	+	+
Detailed Cash Flow Planning	+	+	+
Distribution Planning (Social Security, pension, RMD, etc.)	+	+	+
Employer Benefits Review (Options, Pension, etc.)	+	+	+
Estate Planning	+	+	+
Family Meetings	+	+	+
Income Tax Projections	+	+	+
Insurance Planning	+	+	+
Net Worth & Financial Reports	+	+	+
Scenario Planning	+	+	+

**Definitions:**

A "+" indicates this service is available.

\* Company retirement plan accounts may be limited to 50 investment options per account. Plans with more than 50 options may be considered more than one account. For example, a retirement plan with 150 investment choices may be considered 3 accounts.

\*\* Notify your advisor if you are in need of specific recommendations for external investment account holdings that are not covered in your planning agreement such as variable annuities, variable life insurance, and health savings accounts. Depending on the number and type of investment options available, your advisor may be willing and able to provide specific investment recommendations for these accounts for an additional fee or as part of your agreement.

\*\*\* Custom planning maintenance is available as meeting time permits. Additional work can be provided in a separate agreement or by moving to a different service level.

## ONGOING FINANCIAL LIFE PLANNING AND CONSULTING

One Life offers ongoing financial life planning and investment planning services to help clients achieve their financial life goals. Consulting services will continue from year to year unless cancelled in writing by either party with a 30-day notice.

Clients may engage in any of the following ongoing consulting services:

<b>MEETINGS &amp; PLANNING</b>
Accountability and Support
Business Planning
College Education Planning
Cash Flow Current Year Analysis
Cash Flow Coaching & Implementation
Cash Flow Detailed Projections
Debt Management
Distribution Planning (Social Security, pension, RMD, etc.)
Employer Benefits Review
Estate Planning
External Account Management - Investment Selection
External Account Management – General Allocations
Family Meetings
Financial Plan Report
Income Tax Projections
Insurance Planning
Net Worth & Financial Reports
Purpose Driven Life Planning & Goal Setting
Retirement Planning
Review Professional Recommendations (mortgage, life insurance, disability insurance, etc.)
Transition Planning (home purchase, job change, divorce, etc.)
Tax Minimization

Implementation of recommendations is at the discretion of the client. Should the client request assistance implementing recommendations set forth in their plan, those services can be provided through an ongoing agreement or in a separate onetime agreement.

The scope of work and fees for Ongoing Financial Life Planning and Consulting will be provided to clients in writing. One Life Financial Group can provide services to client after a written agreement has been received.



## ASSETS UNDER MANAGEMENT

One Life offers discretionary assets under management services to clients engaged in Assets Under Management services. One Life will offer clients ongoing portfolio management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. The client will authorize One Life discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

## ONE-TIME PLANNING/CONSULTING SERVICES

Clients may engage One Life for a one-time consulting arrangement for an hourly fee described in Item 5 below. Client and One Life will agree on services which be outlined in the client agreement.

## ERISA PLAN SERVICES

One Life provides service to qualified and non-qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit sharing plans, cash balance plans, and deferred compensation plans. One Life will act as a 3(38) advisor:

**3(38) Investment Manager.** One Life can also act as an ERISA 3(38) Investment Manager in which it has discretionary management and control of a given retirement plan's assets. One Life would then become solely responsible and liable for the selection, monitoring and replacement of the plan's investment options.

- I. Fiduciary Services are:
  - a. Adviser has discretionary authority and will make the final decision regarding the initial selection, retention, removal and addition of investment options in accordance with the Plan's investment policies and objectives.
  - b. Assist the Client with the selection of a broad range of investment options consistent with ERISA Section 404(c) and the regulations thereunder.
  - c. Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan.
  - d. Provide discretionary investment advice to the Client with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5).
- II. Non-fiduciary Services are:
  - e. Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands the Adviser's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such,

the Adviser is not providing fiduciary advice as defined by ERISA to the Plan participants. Adviser will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.

- f. Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.
- g. Assist in monitoring investment options by preparing periodic investment reports that document investment performance, consistency of fund management and conformance to the guidelines set forth in the IPS and make recommendations to maintain, remove or replace investment options.
- h. Meet with Client on a periodic basis to discuss the reports and the investment recommendations.

Adviser may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between Adviser and Client.

- I. The Adviser has no responsibility to provide services related to the following types of assets ("Excluded Assets"):
  - a. Employer securities;
  - b. Real estate (except for real estate funds or publicly traded REITs);
  - c. Stock brokerage accounts or mutual fund windows;
  - d. Participant loans;
  - e. Non-publicly traded partnership interests;
  - f. Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
  - g. Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in calculation of Fees paid to the Adviser under this Agreement.

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### **Client Tailored Services and Client Imposed Restrictions**

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without written client consent.

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### **Wrap Fee Programs**

One Life does not sponsor any wrap fee programs.

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### **Client Assets under Management**

As of December 31, 2016, One Life had approximately \$25,801,644 client assets under management on a discretionary basis.

## Item 5: Fees and Compensation

### Method of Compensation and Fee Schedule

#### GOLD, SILVER, & PLATINUM SERVICE PLANS

Planning services are available for clients below:

<b>MEETINGS &amp; PLANNING</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Typical Level of Investment Assets	<b>\$250k &lt; \$800k</b>	<b>\$800k - \$2.0M</b>	<b>\$2.0 MM+</b>
Typical # of Planning Meetings – Year #1	1-3	1-4	1-5
Maximum Planning Meetings - Year #1	Up to 4	Up to 5	Up to 8
Typical # of Planning Meetings – Year #2	1-2	1-3	1-3
Maximum Planning Meetings - Year #2	Up to 2	Up to 3	Up to 6
Purpose Driven Planning & Goal Setting	+	+	+
Financial Plan Report	+	+	+
Customized Portfolio Strategy	+	+	+
Annual Review	+	+	+
Periodic Plan Updates	Up to 1 / year	Up to 2 / year	Up to 6 / year
Typical Minimum Annual Fee	\$4k	\$10K	\$20k

Clients on the Silver, Gold, or Platinum services plans have two payment options available, Bundled or Unbundled. Below is a description of each option.

#### PAYMENT OPTION #1 - BUNDLED SERVICES

Bundled services provide Silver, Gold, and Platinum clients with both ongoing Financial Life Planning and Assets Under Management services in exchange for an initial fee and one fixed ongoing fee. No additional fee is paid to the advisor or One Life Financial Group, Inc. for Assets Under Management services. The ongoing Bundled service fee is based on a combination of 1% of annual income plus a percentage of net worth as seen in the table below and subject to above minimum annual fee. All fees are negotiable.

Income	Annual Fee
See Adjusted Gross Income (AGI) on 1040 Income Tax Return	1.0%

+

Net Worth	Annual Fee
Up to \$2,000,000	0.50%
\$2,000,001 - \$8,000,000	0.30%
Over \$8,000,000	0.10%

The following example is for a client engaged in the Silver service plan using the Bundled services payment option.

Client has an income of \$100,000 and a net worth of \$600,000. The ongoing fee would be calculated as follows:  $(\$100,000 \times 1.00\% = \mathbf{\$1,000}) + (\$600,000 \times 0.50\% = \mathbf{\$3,000}) = \mathbf{\$4,000}$  for an **annual fee** or **\$1,000.00 quarterly**.

Initial fees are based on estimated on-boarding work, number of meetings, and / or plan implementation assistance to be completed before the subsequent fee is due which is to be completed within a maximum of 123 days or before the next quarterly billing (whatever is sooner). Initial fees are typically 25-100% of the ongoing annual client fee. Bundled Fees can either be paid quarterly from an investment account under our direct management or monthly via debit or credit card. The client will be invoiced and pay One Life directly if fees are not deducted from an account under our direct management.

Client may cancel services within five business days of signing the agreement with no obligation. This agreement shall become effective on the date of the agreement and shall continue in effect until terminated by either party by giving to the other party thirty (30) days written notice. In the event of termination of the agreement, fees will be pro-rated for the quarter/month based on the number of days remaining in the quarter/month 30 days after we receive a request in writing to cancel services. Refunds will be processed promptly after the 30-day notice has expired.

Fees are calculated at the time of client/planner engagement, when an agreement is signed. Client will acknowledge, in writing, before any increase in said fees occurs

## PAYMENT OPTION #2 – UNBUNDLED SERVICES

Unbundled services provide Silver, Gold, and Platinum clients with both ongoing Financial Life Planning and Assets Under Management services in exchange for a combination of 1) a fixed Ongoing Financial Planning & Consulting fee & 2) A percentage of Assets Under Management fee.

### 1) ONGOING FINANCIAL PLANNING and CONSULTING FEES

Ongoing Financial Planning and Consulting Services are offered on a negotiable flat fee. This consists of an initial upfront fee plus an ongoing annual fee that is mutually agreed upon. Annual fees typically range from \$1,200 to \$12,000 depending on the complexity of services client is requiring after the initial plan implementation. Initial fees are typically 25% to 100% of the annual amount.

Initial and ongoing fees are based on the unique client needs, estimated service time and complexity of the client's situation. Prior to engaging in planning services, the client will be provided with fees for the scope of work to be completed in writing. The client can pay the initial fee in full upon signing the agreement, in two equal installments, or in three equal installments. Ongoing fees are paid monthly/quarterly each month/quarter there after until the agreement has been terminated.

Client may cancel within five (5) business days of signing Agreement for a full refund. After the initial five business days, the client may cancel services at any time with a 30 day written notice and any unearned fees will be refunded to the client, or any unpaid earned fees will be due to One Life.

## 2) ASSET UNDER MANAGEMENT FEE

One Life charges an annual Assets Under Management fee based on the total amount of assets under management.

Assets Under Management	<b>MAXIMUM</b> Annual Fee
Up to \$500,000	3.00%
\$500,0001 - \$1,000,000	2.80%
\$1000,001 - \$2,000,000	2.75%
\$2,000,001 - \$5,000,000	2.65%
Over \$5,000,000	2.60%

The annual fee may be negotiable and is often below the MAXIMUM annual fee noted above. Accounts within the same household may be combined for a reduced fee. Fees are billed quarterly in advance based on the amount of assets managed as of the last business day of the previous quarter. Initial fees for partial quarters are pro-rated, based on the number of days in the quarter, and for all in-flows and out-flows. Quarterly advisory fees deducted from the clients' account by the custodian will be reflected in an invoice, or quarterly report, as fees are withdrawn. Lower fees for comparable services may be available from other service providers. Client may cancel services within five business days of signing the agreement with no obligation. After the initial five business days, the client may cancel services at any time with a 30 day written notice. Clients will be entitled to a pro-rata refund of Assets Under Management fees based on the days remaining in the quarter for which fees have been paid. Days remaining in the quarter are calculated starting on the 31<sup>st</sup> day after receiving a termination notice, through the last day in the quarter and will be processed promptly after the 30 day notice has expired.

### **ONE-TIME PLANNING/CONSULTING SERVICES FEES**

One-time consulting services are offered based on an hourly fee between of \$150 and \$350 / hour or a fixed fee of \$1,000 - \$10,000 depending on the experience of the advisor providing the advice and the complexity of the services requested. Clients will be provided an estimated fee prior to the client engaging in services. The initial fee can be handled through one of the following options:

- Payment in full upon signing the agreement
- 50% payment upon signing agreement and 50% due the month following the effective date of the agreement.

Services are completed and delivered inside of six (6) months. Client may cancel within five (5) business days of signing Agreement for a full refund. After the initial five business days, the client may cancel services at any time with a 30 day written notice and any unearned fees will be refunded to the client; any unpaid earned fees will be due to One Life.

## **ERISA PLAN SERVICES FEES**

The annual fees are based on the market value of the Included Assets and will not exceed 1%. Fees are charged quarterly in arrears based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets) on the last business day of the previous quarter. If the services to be provided start any time other than the first day of a quarter, the fee will be prorated based on the number of days remaining in the quarter. If this Agreement is terminated prior to the end of the fee period, One Life shall be entitled to a prorated fee based on the number of days during the fee period services were provided.

The compensation of One Life for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. One Life does not reasonably expect to receive any additional compensation, directly or indirectly, for its services under this Agreement. If additional compensation is received, One Life will disclose this compensation, the services rendered, and the payer of compensation. One Life will offset the compensation against the fees agreed upon under this Agreement.

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### **Client Payment of Fees**

Assets Under Management fees are billed quarterly in advance. Payment in full is expected upon invoice presentation. Fees are typically deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed either monthly, quarterly, upon signing an agreement for one-time or setup work, or upon delivery of the plan.

ERISA services are billed quarterly in arrears.

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### **Additional Client Fees Charged**

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities, and exchange-traded funds. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions.

One Life, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria such as the historical relationship, type of assets, anticipated future earning capacity, anticipated future assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, or other factors.

For more details on brokerage practices, see Item 12 of this brochure.

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### **Prepayment of Client Fees**

One Life does not require prepayment of fees of more than \$500 per client and six months or more in advance.

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**External Compensation for the Sale of Securities to Clients**

One Life does not receive any external compensation for the sale of securities to clients, nor do any of the investment advisor representatives of One Life.

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**Item 6: Performance-Based Fees and Side-by-Side Management**

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**Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

One Life does not use a performance-based fee structure because of the conflict of interest. Performance based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

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**Item 7: Types of Clients**

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**Description**

One Life generally provides investment advice to individuals, high net worth individuals, trusts, estates, corporations and business entities.

Client relationships vary in scope and length of service.

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**Account Minimums**

One Life does not require a minimum to open an account.

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

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**Methods of Analysis**

Security analysis methods may include fundamental analysis, technical analysis, and cyclical analysis. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profits margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Cyclical analysis involves analyzing the cycles of the market.

When creating a financial plan, One Life utilizes fundamental analysis to provide review of insurance policies for economic value and income replacement. Technical analysis is used to review mutual funds and individual stocks. The main sources of information include Morningstar, client documents such as tax returns, account statements, employer benefit documents, and insurance policies.

In developing a financial plan for a client, One Life's analysis may include cash flow analysis, investment planning, risk management, tax planning and estate planning. Based on the information gathered, a detailed strategy is tailored to the client's specific situation.

The main sources of information include financial newspapers and magazines, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

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## Investment Strategy

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement or Risk Tolerance that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, and option writing (including covered options, uncovered options or spreading strategies).

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## Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Risks involved in technical analysis are inflation risk, reinvestment risk, and market risk. Cyclical analysis involves inflation risk, market risk, and currency risk.

Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with One Life:

- *Longevity Risk:* The chance that people live longer than they expected can be very expensive. For example, an individual who planned on living until their mid-80's could run out of money if they lived until their mid-90's.
- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized



product. For example, Treasury Bills are highly liquid, while real estate properties are not.

- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **Item 9: Disciplinary Information**

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### **Criminal or Civil Actions**

The firm and its management have not been involved in any criminal or civil action.

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### **Administrative Enforcement Proceedings**

The firm and its management have not been involved in administrative enforcement proceedings.

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### **Self-Regulatory Organization Enforcement Proceedings**

The firm and its management have not been involved in legal or disciplinary events related to past or present investment clients.

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

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### **Broker-Dealer or Representative Registration**

No affiliated representatives of One Life are registered representatives of a broker-dealer.

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### **Futures or Commodity Registration**

Neither One Life nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

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### **Material Relationships Maintained by this Advisory Business and Conflicts of Interest**

There are no material relationships to disclose.

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### **Recommendations or Selections of Other Investment Advisors and Conflicts of Interest**

One Life does not utilize the services of Third Party Money Managers to manage client accounts.

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

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### **Code of Ethics Description**

The employees of One Life have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of One Life employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of One Life. The Code reflects One Life and its supervised persons' responsibility to act in the best interest of their client.

One area the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

One Life's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of One Life may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

One Life's Code is based on the guiding principle that the interests of the client are our top priority. One Life's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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### **Investment Recommendations Involving a Material Financial Interest and Conflict of Interest**

One Life and its employees do not recommend to clients securities in which we have a material financial interest.

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### **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

One Life and its employees may buy or sell securities that are also held by clients. In order to mitigate conflicts of interest such as trading ahead of client transactions, employees are required to disclose all reportable securities transactions as well as provide One Life with copies of their brokerage statements.

The Chief Compliance Officer of One Life is Brian Lahr. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

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### **Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

One Life does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide One Life with copies of their brokerage statements.

## Item 12: Brokerage Practices

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### Factors Used to Select Broker-Dealers for Client Transactions

One Life may recommend the use of a particular broker-dealer such as TD Ameritrade Institutional, a Division of TD Ameritrade, Inc., Member FINRA/SIPC or may utilize a broker-dealer of the client's choosing. One Life will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. One Life relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by One Life.

One Life participates in the TD Ameritrade Institutional program. TD Ameritrade, Inc. ("TD Ameritrade") is an independent SEC-registered broker-dealer and is not affiliated with One Life. TD Ameritrade offers to independent investment Advisors services which include custody of securities, trade execution, clearance and settlement of transactions. One Life receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14)

- *Directed Brokerage*

One Life does not allow client directed brokerage.

- *Best Execution*

Investment advisors who manage or supervise client portfolios have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. The firm does not receive any portion of the trading fees.

- *Soft Dollar Arrangements*

The Securities and Exchange Commission defines soft dollar practices as arrangement under which products or services other than execution services are obtained by One Life from or through a broker-dealer in exchange for directing client transactions to the broker-dealer. As permitted by Section 28(e) of the Securities Exchange Act of 1934, One Life receives economic benefits as a result of commissions generated from securities transactions by the broker-dealer from the accounts of One Life. These benefits include both proprietary research from the broker and other research written by third parties.

A conflict of interest exists when One Life receives soft dollars. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to act in the best interest of its clients and the services received are beneficial to all clients.

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### Aggregating Securities Transactions for Client Accounts

One Life is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of One Life. All clients participating in the aggregated order

shall receive an average share price with all other transaction costs shared on a pro-rated basis.

## **Item 13: Review of Accounts**

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### **Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved**

Account reviews are performed quarterly by the Chief Compliance Officer of One Life. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the client and a reviews are done annually or when requested by client.

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### **Review of Client Accounts on Non-Periodic Basis**

Other conditions that may trigger a review of clients' accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

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### **Content of Client Provided Reports and Frequency**

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by the One Life's custodian. Client receives confirmations of each transaction in account from Custodian and an additional statement during any month in which a transaction occurs.

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

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### **Economic benefits provided to the Advisory Firm from External Sources and Conflicts of Interest**

As disclosed under Item 12 above, One Life participates in TD Ameritrade's institutional customer program and One Life may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between One Life's participation in the program and the investment advice it gives to its Clients, although One Life receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving One Life participants; 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; and discounts on compliance, marketing, research, technology, and practice management products or services provided to One Life by third party vendors.

TD Ameritrade may also have paid for business consulting and professional services received by One Life's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit One Life but may not benefit its Client accounts. These products or services may assist One Life in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help One Life manage and further develop its

business enterprise. The benefits received by One Life or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, One Life endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by One Life or its related persons in and of itself creates a conflict of interest and may indirectly influence the One Life's choice of TD Ameritrade for custody and brokerage services.

One Life Financial Group (OLFG) was granted access to use Dimensional or DFA (Dimensional Fund Advisors) mutual funds. Dimensional is a mutual fund company that has \$460B in assets under management, 12 offices in eight countries, more than 1,000 employees, and they offer over 80 mutual funds (as of 12/31/2015).

OLFG is not obligated to recommend or use Dimensional funds within client portfolios. Even though OLFG is not under any obligation or contract to use Dimensional funds, we find value in the tools, resources, and investment solutions that are available through Dimensional. There are no agreements in place that would provide OLFG or Dimensional with payment for using or recommending Dimensional funds within OLFG managed client portfolios.

OLFG appreciates Dimensional's commitment to providing helpful tools and resources that can help educate advisors, team members, and the clients we serve. We also enjoy working with a company that provides lower cost investment solutions and that has a commitment to keep fees reasonable. For example, Dimensional did not pay for airfare or hotel costs when our team members attended some of their recent workshops.

Dimensional provides OLFG with certain benefits for using their funds at no cost to OLFG. The benefits provided to OLFG members are similar for others in the industry who use Dimensional funds in client portfolios which may include:

Access to Dimensional's website. Their website provides educational tools and materials for clients and advisors (videos and handouts), newsletters, academic research, and historical market data.

Access to Dimensional software and returns program to assist in investment research and client portfolio management decisions.

Historical returns data which may be used in financial planning software to stress test OLFG client portfolios.

Printed materials (handouts, educational materials, articles, investment research, matrix book with historical returns, reprints and other printed materials).

Meetings with employees of Dimensional to discuss best practices for portfolio design using Dimensional mutual funds, investment strategies, business succession, and other topics.

Attendance at Dimensional workshops or seminars to gain knowledge about Dimensional's investment solutions. OLFG covers the cost to travel to Dimensional events and the cost of hotels for advisors and staff attending seminars. Dimensional has provided members of OLFG with workshop materials, meals, and use of their facilities at no charge to members of OLFG.

Sharing of best practices and research on various financial planning and investment strategies.

Sharing of best practices used by other firms and advisors in the industry.

Additional information about Dimensional can be found on their website at <https://us.dimensional.com/>.

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### **Advisory Firm Payments for Client Referrals**

One Life does not compensate for client referrals.

## **Item 15: Custody**

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### **Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by One Life.

One Life is deemed to have constructive custody solely because advisory and/or financial planning fees are directly deducted from client's account by the custodian on behalf of One Life.

## **Item 16: Investment Discretion**

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### **Discretionary Authority for Trading**

One Life requires discretionary authority to manage securities accounts on behalf of clients. One Life has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold and the custodian to be used.

One Life does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

## **Item 17: Voting Client Securities**

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### **Proxy Votes**

One Life does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, One Life will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

## **Item 18: Financial Information**

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### **Balance Sheet**

A balance sheet is not required to be provided because One Life does not serve as a custodian for client funds or securities and One Life does not require prepayment of fees of more than \$500 per client and six months or more in advance.

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**Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients**

One Life has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

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**Bankruptcy Petitions during the Past Ten Years**

Neither One Life nor its management has had any bankruptcy petitions in the last ten years.

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**Item 19: Requirements for State Registered Advisors**

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**Education and business background, including any outside business activities for all management and supervised persons can be found in the Supplement to this Brochure (Part 2B of Form ADV Part 2).**

**Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities**

None to report.

Item 1 Cover Page

**SUPERVISED PERSON BROCHURE**  
FORM ADV PART 2B

Brian Westfall Lahr



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This brochure supplement provides information about Brian Lahr and supplements the One Life Financial Group, Inc.'s brochure. You should have received a copy of that brochure. Please contact Brian Lahr if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Brian Lahr (CRD #4672331) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**MARCH 9, 2017**



## Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure

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### Principal Executive Officer

#### Brian Westfall Lahr

- Year of birth: 1980
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### Item 2 Educational Background and Business Experience

#### Educational Background:

- St. John's University; BS, Management; 2003

#### Business Experience:

- One Life Financial Group, Inc.; President/Investment Advisor Representative; 12/2015 - Present
  - Brian W. Lahr, LLC; President/Rental Property; 04/2007 – 03/2017
  - Independent Insurance Agent; 06/2003 – 03/2017
  - One Life Financial Group, Inc.; President/dba for securities and advisory business; 11/2011 – 12/2015
  - Cetera Advisor Networks; Financial Life Planner; 01/2013 – 12/2015
  - AdvisorNet Wealth Management; Financial Life Planner; 08/2012 – 10/2015
  - Financial Network; Financial Life Planner; 04/2012 – 12/2012
  - CRI Securities; Financial Advisor; 06/2003 – 04/2012
  - MN Life Insurance Company; Financial Advisor; 06/2003 – 04/2012
  - North Star Consultants; Insurance Agent; 06/2003 – 04/2012
  - Engineered Tax Services; Sales/Consulting; 04/2008 – 12/2009
  - GT Mortgage; Sales/Consulting; 04/2008 – 12/2009
  - Marathon Advisors; Investment Advisor Representative; 07/2003 – 12/2007
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### Item 3 Disciplinary Information

*Criminal or Civil Action:* None to report.

*Administrative Proceeding:* None to report.

*Self-Regulatory Proceeding:* None to report.

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### Item 4 Other Business Activities

Brian Lahr has no outside business activity to report.

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### Item 5 Additional Compensation

Mr. Lahr does not receive any additional compensation.

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### Item 6 Supervision

Since Mr. Lahr is the sole owner of One Life Financial Group, Inc. he is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual.

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**Item 7 Requirements for State-Registered Advisors**

*Arbitration Claims:* None to report.

*Self-Regulatory Organization or Administrative Proceeding:* None to report.

*Bankruptcy Petition:* None to report.