

# EQUIVEST

— FINANCIAL ADVISORS —

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Brochure Date: February 7, 2024

This brochure provides information about the qualifications and business practices of Equivest Financial Advisors LLC. If you have any questions about the contents of this brochure, please contact us at: (248) 962-8825, or by email at [equivestfinancial@gmail.com](mailto:equivestfinancial@gmail.com).

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority. Additional information about Equivest Financial Advisors is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

Please note that the use of the term Registered Investment Advisor does not imply that an advisor has met any certain level of skill or training.

**FIRM BROCHURE**  
**Part 2A & 2B of Form ADV**

## **Item #2 - Material Changes**

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

- Page 7 – Updated current assets under management.
- Page 9 – Removed fee schedule for brokerage fees as they are no longer applicable.
- Page 13 – Updated info on recommended custodians

### **Date of Last Annual Update**

01/26/2023

### **Latest Brochure Available**

If you would like to receive a copy of our latest Firm Brochure, please contact us by telephone at: (248) 962-8825, email us at [equivestfinancial@gmail.com](mailto:equivestfinancial@gmail.com), or download it from our website at <http://www.equivestfinancial.com>

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## Item #4 - Advisory Business

### Firm Description

Equivest Financial Advisors LLC (“EFA”) was founded in April 2015 and is owned and managed by a primary managing member; Michael T. Bink, AAMS®, CCFS®. We offer personalized fee-only financial planning and investment management services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning. In addition, EFA manages funds for our clients on a discretionary basis. “Discretionary” means that we make the decisions for our clients on the portfolio allocations within their account(s). We do not provide any “non-discretionary” portfolio management. EFA does not participate in any wrap-fee programs.

### Our Services

Our services depend on the needs of our clients and may include all or just some of the following services:

### Financial Planning

We provide clients written financial plans tailored to their individual needs. We meet with clients to gather all relevant client information and prepare financial plans that generally fall into the following categories:

- Cash flow planning
- Education/college planning
- Retirement planning
- Insurance/risk analysis planning
- Specific savings goal planning
- Investment account analysis

In addition, we are available to our clients for other specific financial planning needs. Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

### Insurance Services

We provide insurance services generally through a review with the client of their financial goals and risk exposures and determine with the client if insurance products are appropriate to the client’s specific financial needs. We may refer the client, where appropriate, to Equivest Insurance Services for the purchase of fixed and fixed index annuities and/or life insurance to meet these specific financial needs. See “Other Financial Industry Activities and Affiliations” for more details.

### Investment Management

We provide investment management services through discretionary asset management for our clients’ investment accounts. Our investment management services include the following steps:

1. A Discovery Meeting to learn about your current investment situation, your investment goals, your tolerance for risk, and any other factors relevant to you and your investments. The discovery meeting, which may be held in person, by phone, or online meeting is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.
2. We will take the information from the Discovery Meeting and work with you to implement a customized goal based investment plan. Your plan will include a recommended portfolio mix among different asset classes based on a combination of your financial goals, available time horizon and risk tolerance.
3. We will review this plan with you, make any necessary changes, and jointly sign an IPS, investment policy statement, to confirm we all understand how your investment plan will be implemented.
4. We then handle the initial and on-going investment needs in your investment account(s). These include account setup, making the initial investment purchases, monitoring the investment holdings, monitoring the markets, making any on-going investment changes, and ensuring the investments implemented continue to match your plan. We will decide if portfolio adjustments are required to meet customer goals and will make those adjustments as needed. You will not have to make these decisions or adjustments yourself.

## Types of Investments

Our advice is limited to the types of investments that we feel provide our clients with the lowest costs and greatest amount of flexibility with which to achieve their goals. We believe a combination of targeted, goal based portfolios made up of low cost, passively managed, high performing exchange traded funds and stocks is the most effective approach for our clients to achieve their investment goals. In addition to the exchange traded funds we utilize for our client portfolios, we may also provide advice and/or recommendations on the following types of securities in the process of building comprehensive, goal based financial plans for our clients:

- Individual stocks
- Closed end funds (occasionally)
- Mutual funds (occasionally)

We do not recommend or invest in the following types of securities:

- Options
- Futures
- Short selling or buying on margin
- Individual fixed income securities

## Investment Methodology

We seek to achieve the best expected take-home returns possible for our clients by utilizing globally diversified portfolios that are part of a comprehensive financial plan. Our portfolios are sets of investments designed to deliver certain risk/return characteristics. We offer portfolios ranging from very conservative to aggressive, based on each client's specific requirements. Each portfolio generally holds between ten and twenty securities and we closely monitor these portfolios and securities and make adjustments over time in these portfolios as needed. The model portfolios that we currently offer are:

- Preservation Portfolio
- Tax Aware Preservation Portfolio
- Conservative Portfolio

- Tax Aware Conservative Portfolio
- Balanced Portfolio
- Tax Aware Balanced Portfolio
- Growth Portfolio
- Tax Aware Growth Portfolio
- Aggressive Growth Portfolio
- Tax Aware Aggressive Growth Portfolio
- Defined Risk & Income Portfolio – Conservative
- Defined Risk & Income Portfolio – Balanced
- Defined Risk & Income Portfolio - Growth

We “subscribe” your investment account(s) to our portfolios based on the outcome of your Discovery Meeting and your Investment Policy Statement. This means that your account(s) will then hold the same investments in roughly the same proportions as the most appropriate model portfolio(s).

We believe this is advantageous for you since our firm can closely monitor the model portfolios and thus closely monitor the investments in your account(s). As you can imagine, it is much easier for us to manage a fixed number of unique portfolios than to manage hundreds or thousands of unique client accounts. We believe this model portfolio arrangement allows us the best opportunity to deliver on our promise to manage your investments.

## Goals Based Investing

We believe that a well-defined, goals based investment management approach enables better wealth management by accomplishing the following:

- Goals make it more likely you’ll save for each goal in advance—which makes you more likely to achieve them.
- Using goals helps you to match your time horizon to your asset allocation, which means you take on the optimum amount of risk.

## Information About Our Firm

We are owned by one managing partner, Michael T. Bink. As of February 7, 2024, we managed \$36.3 million for our clients on a discretionary basis. “Discretionary” means that we make the decisions for our clients on what to buy or sell and when to buy or sell investments in their account(s). We do not provide any “non-discretionary” portfolio management.

# Item #5 – Fees and Compensation

## Financial Planning Fees

Comprehensive Financial Planning is offered in the form of a one-time initial plan design fee plus a monthly subscription thereafter. The fees will be based multiple factors which may include family size, complexity of services requested, and the needs of the client. The fee may be negotiable in certain cases. This service may be terminated, at any time and for any reason, by either party, with 7 days’ notice. Since fees are not collected in advance, no fee will be prorated and/or refunded at the time of termination.

Typically, we follow the following schedule for Comprehensive Financial Planning fees:

Client Type	Initial Plan	Base Monthly Fee
Complexity Level 1	\$500	\$99
Complexity Level 2	\$750	\$125
Complexity Level 3	\$950	\$150

We reserve the right to quote a fee that is higher than listed in the chart above. Examples of such situations warranting a higher fee might include, but are not limited to: divorce, business ownership, recently widowed, estate settling, college planning and special needs planning.

At the sole discretion of EFA, we may offer to waive Comprehensive Financial Planning fees if a client maintains a certain amount of "managed assets" with us, under our Investment Management service. Typically, this minimum amount is \$200,000. However, we reserve the right to waive at a higher or lower "managed assets" minimum depending on the complexity of a client's financial planning situation. However, we always waive financial planning fees when the "managed assets" level of a client is \$1,000,000 or more. Occasionally, we may offer our financial planning services to all prospects and clients on a reduced to no cost fee. Fees are negotiable. A non-refundable deposit of 50% is required at the time of agreement for all Financial Planning services, with the remaining balance due 90 days after time of agreement or upon delivery of the completed Financial Plan(s) to you, whichever comes first.

## Investment Management Fees

You will compensate us for our investment management services by paying us an investment management fee. No investment management fees will be collected in advance of services, rather fees will be deducted from the client's account at the end of each calendar quarter based upon the average daily value of the account during the quarter, according to the schedule in the table below:

Average Daily Asset Balance	Management Fee
Up to \$500,000	1.24%
\$500,001 to \$1,000,000	0.84%
\$1,000,001 & Up	0.74%

The management fee is a blended fee, which is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, resulting in a combined weighted fee. For example, if a client's combined account(s) value was \$1,500,000, the client would pay an effective fee of 0.94%, with an annual fee of \$14,100. The quarterly fee is determined by the following calculation:  $((\$500,000 \times 1.24\%) + (\$500,000 \times 0.84\%) + (\$500,000 \times 0.74\%)) \div 4 = \$3,525$ . If a client has multiple accounts, the total sum of all account values for that client will be used to determine the fee tiers that will be used to calculate the management fee. We reserve the right to charge a quarterly fee of \$375 for any client or household that does not maintain a minimum amount of assets under management.

No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement. You will receive email notification each quarter prior to the fee deduction with instructions how to access a document in your on-line account that will show the fee and its method of calculation. Investment management fees are not negotiable.



In certain circumstances, a client may request advising services for assets not directly under management by EFA, for example, assets within an employer based retirement plan. In these cases, as management fees often cannot be deducted directly from a client's account, the client and EFA may agree in advance to a flat fee billed regularly, directly to client, based upon the value of client's assets under advisement. These fees will be agreed upon in advance, charged as a flat fee either monthly or quarterly, and adjusted periodically as necessary. EFA's Investment Management fee does not include third party custodial, administration, advisory or execution charges. Clients may be assessed other fees by third parties independent from EFA for assets held at and/or services performed by custodians other than those defined in the "Brokerage Practices" section below. EFA will not bill for any fees outside of those outlined above for assets not under direct management. Brokerage fees/commissions charged to the client for securities trade executions at a third party may only be billed to the client by the broker-dealer or custodian of record for client's account, not EFA. Any such fees are exclusive of and in addition to EFA's fee.

### **Brokerage Fees**

Our fees are inclusive of all brokerage commissions; however, certain transaction fees, and other related costs may be incurred by the client. 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.

### **Security-Related Fees**

There may also be fees associated with the individual securities that you own in your account(s) that are charged by the investment management companies that offer these securities. These companies charge annual management fees and brokerage commissions. Our client portfolios are built primarily using stocks and exchange traded funds, which are not actively managed, in an effort to minimize these costs. These expenses are disclosed in the prospectuses available from the fund companies and your custodian. Please contact us should you wish to view any prospectuses. Please note that you have the option to purchase securities through other brokers or agents that we are not affiliated with. However, if you choose this option, we cannot execute trades on your behalf and that will become your responsibility.

### **Past due Accounts and Termination of Agreement**

EFA reserves the right to stop work on any account that is more than 30 days past due. In addition, EFA reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in EFA's judgment, to providing proper financial advice.

## **Item #6 - Performance-Based Fees and Side-by-side Management**

Performance-based fees are defined as fees based on a share of the capital gains on or capital appreciation of the account(s) assets. We do not use a performance-based fee structure because of the potential conflicts of interest. Performance-based compensation may create an incentive for us to recommend an investment that may carry a higher degree of risk to you in order to increase our fee income.

## Item #7 - Types of Clients

We generally provide our services to the following types of clients:

- Individuals
- High net worth individuals
- Trusts
- Estates
- Small businesses

EFA believes that everyone should be entitled to quality financial and investment advice. We therefore do not require a minimum account size to be opened or maintained, in order for EFA to provide its services.

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

### Methods of Analysis

Our security analysis method generally relies on fundamental analysis. Fundamental analysis involves analyzing the financial statements, management, competitive advantages, and the marketplace of a business. However, at times we may employ any of the following types of analysis:

- Technical analysis: a discipline for forecasting the direction of prices through the study of past market data, primarily the price and volume of a security.
- Economic forecasting: the process of making predictions about an economy as a whole or in part and its effect on security prices. The main sources of information includes financial newspapers and magazines, research materials prepared by others, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

### Investment Strategies

The primary investment strategy used for your account(s) is strategic asset allocation utilizing a core and satellite approach. This means that we used passively managed index and exchange-traded funds as the core investments, and then add active-management where we believe there are greater opportunities to make a difference. Your account(s) will be globally diversified to control the risk associated with individual markets. Your investment strategy is based upon the objectives stated by you during consultations. You may change these objectives at any time. We will execute an Investment Policy Statement with you that documents your objectives and your desired investment strategy. You may change these goals at any time. When certain inefficiencies present themselves or the Firm believes that a manager has an unusual advantage in a marketplace, EFA may suggest and employ other strategies. These strategies may include independent investment managers ("Independent Managers"), in accordance with the investment objectives of its individual clients.

### Risk of Loss

All investing has certain risks that you will bear. Our investment approach constantly keeps the risk of loss in mind and does not utilize any high risk strategies such as frequent trading, which can negatively affect investment performance

through increased transaction costs and taxes. However, the investment strategy used for your account, as described above, will be subject to following investment risks:

**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 an investment 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 not buy as much as 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, investments 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

### Legal and Disciplinary

Our firm and our employees have not been involved in legal or disciplinary events related to past or present investment clients.

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

### Financial Industry Activities

Michael T. Bink AAMS®, CCFS® (the Managing Member of our firm) also serves as a Managing Member and insurance agent for Equivest Insurance Services (a sole proprietor Dba). We may refer clients and others to this firm for their insurance needs. This firm may receive fees for these services from clients as well as receive commissions from insurance companies who issue policies to these clients. Michael T. Bink AAMS®, CCFS® will benefit financially by this arrangement if insurance services are obtained. These insurance services are available from other agents and agencies and we encourage you to investigate your options of what insurance products are best for you and where they are best obtained.

## Affiliations

EFA is a fee-only advisory firm. Neither EFA nor any of its managers are registered broker-dealers or registered representatives of any broker-dealer. In addition, neither EFA nor its managers are registered or have applied to become futures commission merchants, commodity pool operators, or commodities trading advisors.

EFA may allocate client assets to third party investment advisors or Independent Managers. The specific terms and conditions under which a client engages an Independent Manager are set forth in a separate written agreement between the designated Independent Manager and either EFA or the client. When employed, EFA evaluates various information about the Independent Managers it chooses to manage client portfolios, which may include the Independent Managers' public disclosure documents, materials supplied by the Independent Managers themselves and other third-party analyses it believes are reputable. To the extent possible, the Firm seeks to assess the Independent Managers' investment strategies, past performance and risk results in relation to its clients' individual portfolio allocations and risk exposure. EFA continues to provide services relative to the discretionary selection of the Independent Managers. On an ongoing basis, the Firm monitors the performance of those accounts being managed by Independent Managers. EFA will always act in the best interest of the client and will seek to ensure the Independent Managers' strategies and target allocations remain aligned with its clients' investment objectives and overall best interests.

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

### Code of Ethics

EFA has adopted a code of ethics in compliance with applicable securities laws ("Code of Ethics") that sets forth the standards of conduct expected of its Supervised Persons. EFA's Code of Ethics contains written policies reasonably designed to prevent certain unlawful practices such as the use of material non-public information by the Firm or any of its Supervised Persons and the trading by the sale of securities ahead of clients in order to take advantage of pending orders. The Code of Ethics is available for review upon request.

### Participation or Interest in Client Transactions

EFA has discretionary authority for assigning the percentage allocation of securities within client accounts and making decisions to buy and/or sell specific securities within client accounts. In addition, the allocation of securities within a client's account will be made by EFA based on the client's specific time horizon, goals, and risk tolerance, and is independent of any third party's decision to add or remove available securities for a client's given accounts. EFA is not informed of, by any third party advisors; any decisions pertaining to the buying or selling of securities until after the transactions have been completed, thereby eliminating any conflict of interest that may otherwise occur.

### Gift Policy

Employees are prohibited from receiving or giving any gift, gratuity, hospitality or other offering of more than \$100 value from any person or entity doing business with us. This gift policy generally excludes items or events where the employee has reason to believe there is a legitimate business purpose.

## Personal Trading

We encourage our employees to invest in the same securities and at the same time and price as your account(s) so that we have ownership in our recommendations, as applicable to specific goals. We believe that it is in your best interest if we own the same securities that we recommend you own. For additional information, see the Participation or Interest in Client Transactions section above.

## Item #12 - Brokerage Practices

### The Custodians We Use

Your assets must be maintained in an account at a “qualified custodian,” generally a broker-dealer or bank. EFA does not have an affiliation with any Broker-Dealer. However, we do make specific custodian recommendations for our clients, based on their need for such services. We recommend custodians based on the reputation and services provided by that firm. We recommend that our clients use Altruist Financial LLC (Altruist), an unaffiliated SEC-registered broker-dealer and FINRA/SIPC member as qualified custodians. We are independently owned and operated and are not affiliated with this custodians. To work with our firm, we require you to utilize the services of our recommended custodian.

We have chosen Altruist based on their combination of brokerage services, financial condition, trade execution, brokerage fees, and customer service. We believe that they have the best business model and brokerage fees to match our investment methodology. We do not receive any income or tangible benefits from Altruist other than the brokerage and custodial services that they provide to you.

We seek to recommend a custodian that will hold your assets and execute transactions on terms that are, overall, most advantageous when compared with other available providers and their services. We consider a wide range of factors, including:

- Industry leading technology and access for reviewing and accessing account information.
- Capability to facilitate timely trades, transfers and payments to and from accounts.
- Availability of investment research and tools.
- Quality of services for our firm’s clients.
- Price competitiveness of their services.
- Reputation, financial strength, and stability.

We have chosen Altruist based on their combination of advantages listed above. You should understand that not all advisors will require you to work with certain brokerage firms as we do. In addition, by requiring you to use Altruist, you may not always receive the best trade execution and that trades could be more costly to you than trades available through other advisors and/or brokerage firms.

### Order Aggregation

Most trades that we place for you will enjoy the benefit of order aggregation. For stock and exchange trade fund trades, custodians will attempt to aggregate all our firm’s client’s orders and attempt to match these orders internally with other client orders. These “matched” trades are generally executed at better prices than available from the market. Trades that cannot be matched will be sent to and fulfilled via the markets. For other security types, most trades are placed together for affected clients and all clients receive the same execution price. This avoids any favoritism among clients and each of

you receive the same purchase or sale price. Only when a unique trade is placed for you (as opposed to a model portfolio trade), will your execution price possibly be different from other client's trades that may be taking place at the same time.

### **Trade Errors**

We have implemented a policy to handle any trade errors that may occur in your account(s). It is our policy to reasonably ensure you are made whole following a trade error. Specifically, if we cause a trade error to occur in your account(s) that results in a loss, we will reimburse you. If the trade error results in a gain, you will keep that gain.

## **Item #13 - Review of Accounts**

### **Periodic Reviews**

Based on our model portfolio design as explained in the "Advisory Business" section of this brochure, your account(s) are reviewed on a regular basis as part of our review of the securities held in your account(s). We review all securities every quarter and often on a more frequent basis. Client account reviews are conducted by Michael T. Bink according to the goal based investing model as explained in the "Advisory Business" section of this brochure.

### **Review Triggers**

In addition to regular reviews, clients are advised to notify EFA should they experience changes in their personal circumstances and/or financial goals that may justify further review of their accounts. Other conditions that may trigger a review of a client's goals or accounts include: changes in tax law; economic, political, global, and business news; earnings and other corporate news; market news; other new investment information; and changes in your own situation. These reviews are generally conducted by Michael T. Bink, the managing member of our firm.

### **Regular Reports**

You will receive a monthly statement in your on-line custodian account. This statement will detail your holdings and other account activity. Other reports are available upon request.

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

### **Incoming Referrals**

We do not compensate referring parties for incoming referrals.

### **Referrals Out**

We do not accept referral fees or any form of compensation from other professionals when a prospect or client is referred to them.

### **Other Compensation**

We do not receive any compensation from any source except our clients.

## Item #15 - Custody

### Account Statements

Your accounts will be held at a qualified custodian. The selected custodian will provide monthly account statements either securely on-line at their website or via mail for a nominal charge. Please review these account statements carefully and let us know of any questions or discrepancies that you may have.

### Reports from Our Firm

Occasionally you may receive performance reports, net worth statements, or other account reports from us. We encourage you to compare these reports from our firm with account statements received directly from your custodian in case there are any discrepancies. These reports from our firm are available upon request.

## Item #16 - Investment Discretion

### Discretionary Authority for Trading

As part of its investment management services, EFA is given discretionary authority to manage your account(s) on your behalf. Discretionary authority means that you give us the authority to determine, without obtaining your specific consent for each transaction, the securities to be bought or sold, the amount of the securities to be bought or sold, allocation of securities to be assigned within each of your portfolios, the time at which allocation changes should be made, and any third parties/independent managers to be hired or fired. You will provide us this discretionary authority by signing our Investment Advisory Agreement. At any time, the client may request limitations in writing on this authority (such as certain securities not to be bought or sold); however, please note that this authority is exercised keeping in mind the objectives set out in our initial discovery meetings and on-going account reviews, and any limitations placed on this authority may impair EFA's ability to fully service the client's account.

## Item #17 - Voting Client Securities

### Proxy Votes

We do not vote proxies on securities held in your investment account(s). You are expected to vote your own proxies. All proxy information will be provided to you directly by the custodian of your account, and not by EFA. If you wish to exercise this right, please let us know so that we can set up your account access accordingly. EFA can be contacted regarding proxy questions at the contact information listed on its website, [www.equivestfinancial.com](http://www.equivestfinancial.com). In addition, all relevant proxy information and disclosures to help you understand and vote your proxies accordingly are available via your custodian's website.

## Item #18 - Financial Information

### Financial Condition

We do not have any financial impairment that will preclude us from meeting contractual commitments to you. A balance sheet is not required to be provided because we do not require prepayment of fees of more than \$500 per client, six months or more in advance.

## Item #19 - Requirements for State-Registered Advisors

### General

Details required for disclosure in this section regarding the background for officers & management persons, outside business activities, and performance-based fees are disclosed in other sections of this brochure. See the Performance-Based Fee section, Other Financial Industry Activities and Affiliations section, and the Brochure Supplement for additional details.





## Part 2B of Form ADV - Brochure Supplement

**Equivest Financial Advisors LLC**  
**Michael T. Bink, AAMS®, CCFS®**  
**Managing Partner/Investment Advisor Representative**

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Phone: (248) 962-8825  
Date of birth: 05/09/1981

**Date of Brochure: February 7, 2024**

This brochure supplement provides information about Michael T. Bink, our managing partner, which supplements our firm's brochure. You should have received a copy of that brochure. Please contact Mike Bink if you did not receive our firm's brochure or if you have any questions about the content of this supplement. Additional information about our investment advisors is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item #2 - Educational Background and Business Experience

### Educational Background

Michael T. Bink, AAMS<sup>®</sup>, CCFS<sup>®</sup> – Equivest Managing Partner

Bachelor of Arts – Business Administration, Supply Chain Management

Eli Broad College of Business, Michigan State University - 2003

### Accredited Asset Management Specialist (AAMS) Completion

College for Financial Planning<sup>®</sup> - 2016

\* The AAMS<sup>®</sup> is the Accredited Asset Management Specialist designation. The College for Financial Planning<sup>®</sup> awards the AAMS<sup>®</sup> designation to students who successfully complete the program; pass the final examination; and comply with the Code of Ethics. The curriculum includes the following topics:

- The Asset Management Process
- Investors, Policy & Change
- Risk, Return & Investment Performance
- Asset Allocation & Selection
- Investment Strategies
- Taxation of Investment Products
- Investment Opportunities for an Individual's Retirement
- Investment Considerations for Small-Business Owners
- Deferred Compensation & Other Benefit Plans for Key Executives
- Insurance Products for Investment Clients
- Estate Planning for Investment Clients
- Regulatory & Ethical Issues for the Investment Professional

### CFP501 Course Completion - Financial Planning Process and Insurance\*

College for Financial Planning<sup>®</sup> - 2015

\*The CFP501 course is the first of six courses required by The College for Financial Planning<sup>®</sup> towards acquiring the CFP (Certified Financial Planner) designation. The curriculum includes the following topics:

- The Financial Planning Process
- Risk management and Insurance
- Life insurance and annuities
- Health Care Insurance
- Disability Income Insurance
- Regulatory & Ethical Issues for Financial Planners

### Business Experience

Equivest Financial Advisors LLC

Founder & Chief Investment Officer | 2015-present

## Item #3 - Disciplinary Information

None

## Item #4 - Other Business Activities

Michael T. Bink is an Insurance Agent for Equivest Insurance Services, a sole proprietor Dba.

**Item #5 - Additional Compensation**

None

**Item #6 - Supervision**

Michael T. Bink is responsible for the supervision of EFA's investment advisory representatives ("IARs"). Mr. Bink's supervision includes a review of correspondence, advertising, client accounts statements and such other documentation to ensure that EFA's IARs are conducting themselves in accordance with EFA's compliance procedures.

**Item #7 - Requirements for State-Registered Advisors****Arbitration Claims**

None

**Civil, Self-Regulatory Organization or Administrative Proceedings**

None

**Bankruptcy Petition**

None



## Privacy Policy

### Our Promise to You

As a client of Equivest Financial Advisors, LLC (Equivest), you share both personal and financial information with us. Your privacy is important to us, and we are dedicated to safeguarding your personal and financial information.

### Information Provided by Clients

In the normal course of doing business, we typically obtain the following non-public personal information about our clients:

- Personal information regarding our clients' identity such as name, address and social security number
- Information regarding securities transactions effected by us
- Client financial information such as net worth, assets, income, bank account information and account balances

### How We Manage and Protect Your Personal Information

Equivest collects nonpublic information about clients and consumers. We will not share non-public personal information about clients or consumers with third parties not affiliated with Equivest, except as noted below.

Specifically, Equivest may share personal information as necessary:

- To complete transactions or account changes as directed by the client
- To maintain or service a client's account
- If requested to do so by a client
- With contracted service providers providing administrative functions for Equivest
- If Equivest is required or permitted by law or regulatory authorities with jurisdiction over the firm to do so

Equivest will maintain administrative, technical and physical safeguards reasonably designed to ensure the security and confidentiality of client records and information. To protect this information, we:

- Require new employees to review and acknowledge the firm's compliance policy manual, which includes this privacy policy, and all employees to review and acknowledge the compliance policy manual annually.
- Prohibit an employee from providing client information over the telephone or in response to an e-mail message unless the employee has identified the other person as the client, a fiduciary representative of the client, an authorized agent of the client or a party that needs the information to complete a transaction for the client (such as broker-dealers, custodians or administrative service providers).
- Limit access to confidential information about clients to those employees who need to know such information.
- Maintain appropriate security measures for our computer and information systems, including the use of passwords and firewalls.
- Use a shredding machine, locks and other appropriate physical security measures to safeguard client information stored in paper format. For example, employees are expected to secure client information within locked cabinets when the office is closed.

- Engage a third-party service provider only after we have entered into a contractual agreement that prohibits the service provider from disclosing or using confidential personal information except as necessary to carry out its assigned responsibilities and only for that purpose.

### **When Must We Give You Our Privacy Policy**

The following notice requirements apply to Equivest's clients.

#### **Initial Privacy Notices**

We will deliver an initial privacy notice to a client before the client relationship is established – that is, before we begin to manage a client's account.

#### **Annual or Revised Privacy Notices**

We will deliver our privacy notice to clients on an annual basis, defined as every 12 months or upon making any changes to it. We are not required to deliver annual privacy notices to former clients.

#### **Definitions**

For purposes of this policy, the terms "Consumer", "Client" and "Confidential Information" have the following definitions:

- A. "Consumer" is not necessarily a client but may be anyone who obtains financial products or services from Equivest used primarily for personal, family or household purposes. Examples of consumer relationships include: (1) a prospect with whom Equivest is actively pursuing an investment relationship; or (2) a prospect who provides Equivest with nonpublic information (such as net worth information or potential portfolio size) after attending a seminar or community event or listening to a radio talk show at which an employee of Equivest is a featured speaker.
- B. "Client" means (1) an individual with a specific and continuous relationship with Equivest who obtains or has obtained a financial product or service from Equivest used primarily for personal, family or household purposes; or (2) that individual's designated representative.
- C. "Confidential Information" is personally identifiable private information (information not available from public sources such as the phone book or a website) about the client or consumer, including information regarding name and address, age, social security number, assets, income, net-worth, account balance, account number, bank account information, beneficiary information and investment activity (such as purchase and redemption history).

**Please do not hesitate to contact us with questions about this notice.**