

Item 1 – Cover Page



a DBA of MJR Financial LLC

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March 11, 2021

This Brochure provides information about the qualifications and business practices of MJR Financial LLC (“994 Group”, “us”, “we”, “our”). If you have any questions about the contents of this Brochure, please contact us at (512) 853-9597 or via email at pmarkovich@mjrfinancial.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

Additional information about 994 Group is also available via the SEC’s website www.adviserinfo.sec.gov. You can search this site by using a unique identifying number, known as a CRD number. The CRD number for 994 Group is 289923. The SEC’s web site also provides information about any persons affiliated with 994 Group who are registered, or are required to be registered, as Investment Adviser Representatives of 994 Group.

994 Group is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information that you may use to determine whether to hire or retain them.



Item 2 – Material Changes

Since our last annual updating amendment on January 28th, 2020 we have the following material changes to disclose:

The firm has eliminated its open retainer contract and will continue to offer stand alone comprehensive or modular financial planning services on a consulting contract basis.”

In the future, this section of the Brochure will discuss only the specific material changes that were made to the Brochure and will provide you with a summary of all material changes that have occurred since the last filing of this Brochure. This section will also identify the date of our last annual Brochure update.

We will ensure that you receive a summary of any material changes to this and subsequent Brochures within 90 days of the close of our business’ fiscal year end which is December 31st. We will provide other ongoing disclosure information about material changes as they occur. We will also provide you with information on how to obtain the complete brochure. Currently, our Brochure may be requested at any time, without charge, by contacting Pete Markovich at (512) 853-9597.



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Item 4 – Advisory Business Introduction

Our Advisory Business

994 Group is a registered investment adviser which offers investment advice regarding securities and other financial services to clients. We provide management services to individuals, high net worth individuals, and trusts.

We provide our investment advice through Investment Adviser Representatives (“IAR”) associated with us. These individuals are appropriately licensed, qualified, and authorized to provide advisory services on our behalf. 994 Group was founded in 2017 by Pete Markovich who serves as Chief Compliance Officer and Managing Member. The Adviser’s principal owners and managing members are Pete Markovich, CCO; Kristen LeClair, CEO; and Theodore LeClair. We are committed to the precept that by placing the clients’ interests first, we will add value to the asset management process and earn the clients’ trust and respect. We value long term relationships with our clients whom we regard as strategic partners in our business.

Services

994 Group offers investment advice regarding securities, and other financial services to clients.

We provide various asset management and financial planning services, with an emphasis on building portfolios designed to meet the needs of our clients. Our focus is on helping you develop and execute plans that are designed to build and preserve your wealth. We are available during normal business hours either by telephone, email, or in person by appointment to answer your questions.

At this time, we do not participate in a wrap fee program.

Asset Management

Asset management is the professional management of securities (stocks, bonds, and other securities) and assets (e.g., real estate) in order to meet your specified investment goals. With an Asset Management Account, you engage us to assist you in developing a custom-tailored portfolio designed to meet your unique investment objectives. The investments in the portfolio account may include mutual funds, stocks, bonds, ETFs, alternative investments, etc.

We will meet with you to discuss your financial circumstances, investment goals and objectives, and to determine your risk tolerance. We will ask you to provide statements summarizing current investments, income and other earnings, recent tax returns, retirement plan information, other assets and liabilities, wills and trusts, insurance policies, and other pertinent information.

Based on the information you share with us, we will analyze your situation and recommend an appropriate asset allocation or investment strategy. Our recommendations and ongoing management are based upon your investment goals and objectives, risk tolerance, and the investment portfolio you have selected.



We will monitor the account, trade as necessary, and communicate regularly with you. Your circumstances shall be monitored in at least annual account reviews. These reviews will be conducted in person, by telephone conference, and/or via a written inquiry/questionnaire. We will work with you on an ongoing basis to evaluate your asset allocation as well as rebalance your portfolio to keep it in line with your goals as necessary. We will be reasonably available to help you with questions about your account.

We will:

- Review your present financial situation
- Monitor and track assets under management
- Provide portfolio statements, periodic rate of return reports, asset allocation statements, and rebalanced statements as needed
- Advise on asset selection
- Determine market divisions through asset allocation models
- Provide research and information on performance and fund management changes
- Build a risk management profile for you
- Assist you in setting and monitoring goals and objectives
- Provide personal consultations as necessary upon your request or as needed.

You are obligated to notify us promptly when your financial situation, goals, objectives, or needs change. If we do not receive prompt updates when your financial situation, goals, objectives, or needs change, we are not able to take those changes into account when providing investment advice.

You shall have the ability to impose reasonable restrictions on the management of your account, including the ability to instruct us not to purchase certain mutual funds, stocks or other securities. These restrictions may be a specific company security, industry sector, asset class, or any other restriction you request.

Under certain conditions, securities from outside accounts may be transferred into your advisory account; however, we may recommend that you sell any security if we believe that it is not suitable for the current recommended investment strategy. You are responsible for any taxable events in these instances. Certain assumptions may be made with respect to interest and inflation rates and the use of past trends and performance of the market and economy. Past performance is not indicative of future results.

If you decide to implement our recommendations, we will help you open a custodial account(s). The funds in your account will be held in a separate account, in your name, at an independent custodian, and not with us.



TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC (“TD Ameritrade”), an unaffiliated SEC-registered broker-dealer and FINRA member. We require our clients to use TD Ameritrade as the custodian for client account(s).

You will enter into a separate custodial agreement with the custodian which authorizes the custodian to take instructions from us regarding all investment decisions for your account. We will select the securities bought and sold and the amount to be bought and sold, within the parameters of the objectives and risk tolerance of your account. You will be notified of any purchases or sales through trade confirmations and statements that are provided by the custodian. These statements list the total value of the account, itemize all transaction activity, and list the types, amounts, and total value of securities held. You will at all times maintain full and complete ownership rights to all assets held in your account, including the right to withdraw securities or cash, proxy voting and receiving transaction confirmations.

We manage accounts on a discretionary and non-discretionary basis. If we manage your account on a discretionary basis, then you have given us the authority to determine the following without your consent:

- Securities to be bought or sold for the account
- Amount of securities to be bought or sold for the account
- Broker-dealer to be used for a purchase or sale of securities for your account
- Commission rates to be paid to a broker or dealer for your securities transaction.

If we manage your accounts on a non-discretionary basis, we need your express consent prior to engaging in any of the activities described above. Consent may not be provided via email, voicemail or any other form of communication in which identity may not be verified. No non-discretionary trades will be made without verifying identity.

Trading may be required to meet initial allocation targets, after substantial cash deposits that require investment allocation, and/or after a request for a withdrawal that requires liquidation of a position. Additionally, your account may be rebalanced or reallocated periodically in order to reestablish the targeted percentages of your initial asset allocation. This rebalancing or reallocation will occur on the schedule we have determined together. You will be responsible for any and all tax consequences resulting from any rebalancing or reallocation of the account. We are not tax professionals and do not give tax advice. However, we will work with your tax professionals to assist you with tax planning.

We are available during normal business hours either by telephone, email, or in person by appointment to answer your questions.

Third Party Money Managers

We may determine that opening an account with a professional third party money manager is in your best interests. We have access to several approved third party money managers, which will be employed to manage your account with a separate contract.



These programs allow you to obtain portfolio management services that typically require higher minimum account sizes outside of the program. The money managers selected under these programs will have discretion to determine the securities they buy and sell within the account, subject to reasonable restrictions imposed by you. Due to the nature of these programs, each of the independent money managers is obligated to provide you with a separate disclosure document. You should carefully review this document for important and specific program details, including pricing.

Under these programs, we may:

- Assist in the identification of investment objectives
- Recommend specific investment style and asset allocation strategies
- Assist in the selection of appropriate money managers and review performance and progress
- Recommend reallocation among managers or styles within the program
- Recommend the hiring and firing of money managers utilized by you.

You should read the ADV Part 2 disclosure document of the money manager you select for complete details on the charges and fees you will incur.

Financial Planning

We provide services such as investment planning, general financial planning, income tax planning, education planning, business succession and general business planning, retirement planning, risk management, legacy planning, and life event planning. Fee based financial planning is a comprehensive relationship which incorporates many different aspects of your financial status into an overall plan structured to best meet your goals and objectives. The financial planning relationship consists of face-to-face meetings and ad hoc meetings with you and/or your other advisors (attorneys, accountants, etc.), as necessary.

In performing financial planning services, we typically examine and analyze your overall financial situation, which may include issues such as taxes, insurance needs, overall debt, credit, business planning, retirement savings, and reviewing your current investment program. Our services may focus on all or only one of these areas depending upon the scope of our engagement with you.

It is essential that you provide the information and documentation we request regarding your income, investments, taxes, insurance, estate plan, etc. We will discuss your investment objectives, needs and goals, but you are obligated to inform us of any changes. We do not verify any information obtained from you, your attorney, accountant, or other professionals.

If you engage us to perform these services, you will receive a written agreement detailing the services, fees, terms, and conditions of the relationship. You will also receive this Brochure. You are under no obligation to implement recommendations through us. You may implement your financial plan through any financial organization of your choice.



We obtain information from a wide variety of publicly available sources. We do not have any inside private information about any investments that are recommended. All recommendations developed by us are based upon our professional judgment. We cannot guarantee the results of any of our recommendations. Choosing which advice to follow is your decision.

If you decide to implement our investment recommendations, we will help you open a custodial account(s). The funds in your account will generally be held in a separate account, in your name, at an independent custodian, and not with us. We require our clients to use TD Ameritrade as the custodian for client account(s).

Business Consulting Services

We provide services such as marketing, leadership, and financial consulting to small businesses. These services may be or performed for a negotiated flat fee. If you engage us to perform these services it is essential that you provide the information and documentation we request regarding the relevant aspects of the business. Based upon the services mutually agreed upon, you will be provided a detailed statement of work which will outline duties performed, information needed, and approximate timelines for completion. All recommendations developed as consultants are developed by our own professional judgment, and we cannot guarantee any of the results of our recommendations. Choosing to implement our advice is your decision.

ERISA Fiduciary

994 Group understands and attests that they are an ERISA fiduciary as defined in the Fiduciary Rule under the Employee Retirement Income Security Act of 1974 and the Internal Revenue Code of 1986. 994 Group adheres to the Impartial Conduct Standards (including the “best interest” standard, reasonable compensation and no misrepresented information), as a condition for relying upon the Best Interest Contract Exemption and the Class Exemption for Principal Transactions in Certain Assets Between Investment Advice Fiduciaries and Employee Benefit Plans and IRA during the transition period from June 9, 2017, through January 1, 2018. This relates to all ERISA accounts including Individual Retirement Accounts (IRAs).

994 Group does not act as a non-discretionary or discretionary investment manager of any Sponsored Plans as defined in Section 3(21) or 3(38) of the Employee Retirement Income Security Act of 1974.

Assets Under Management

As of December 31, 2020, we provide asset management services for 264 discretionary accounts, managing total assets of \$44,546,774. We do not currently have any assets under management being managed on a non-discretionary basis.



Item 5 – Fees and Compensation

We provide asset management and financial planning services for a fee.

Either party may terminate the relationship with a thirty (30) day written notice. Upon termination of any account, any prepaid fees that are in excess of the services performed will be promptly refunded to you. Any fees that are due, but have not been paid, will be billed to you and are due immediately.

Asset Management Fee Schedule

Our minimum account opening balance is \$5,000.00, which may be negotiable based upon certain circumstances. The fee charged is based upon the total household account value. Multiple accounts of immediately-related family members, at the same mailing address, may be considered one consolidated account for billing purposes. Fees are charged either quarterly, in advance, or monthly, in advance, as agreed upon by the Adviser and Client at the time of entering into an advisory agreement. If the Client and Adviser agree to a quarterly fee schedule, clients will be billed each quarter based on the previous quarter-ending balance of the account(s) under management. If the Client and Adviser agree to a monthly fee schedule, clients will be billed each month based on the previous month-ending balance of the account(s) under management. For the billing period in which the client account is opened or closed, the Adviser will pro-rate fees based on the number of days already elapsed or remaining in the billing period. Fees will be calculated as follows:

Tiered Fee Schedule

AUM	Fee
\$0-\$499,999.99	1.00%
\$500,000.00 - \$999,999.99	.90%
\$1,000,000.00 - \$1,499,999.99	.80%
\$1,500,000.00 - \$1,999,999.99	.70%
\$2,000,000.00 - \$2,499,999.99	.60%
\$2,500,000.00 – \$4,999,999.99	.50%
\$5,000,000.00 (+)	.40%

The fees shown above are annual fees and may be negotiable based upon certain circumstances. No increase in the annual fee shall be effective without prior written notification to the client. 994 Group believes the advisory fee is reasonable considering the fees charged by other investment advisers offering similar services/programs.

A flat fee may also be negotiated as long as it does not exceed the fee schedule above. If a flat fee is negotiated, that fee will be listed in the Advisory Agreement and Disclosure Statement.



Automatic Payment of Fee

We require that the Client provide us with written authorization to instruct the custodian to deduct the fees we charge from the Client's account. Fee withdrawals will occur no more frequently than monthly from the Client's account, unless the Client specifically instructs otherwise.

The Custodian will send to the Client a statement, on a quarterly or monthly basis (depending on the billing frequency we have agreed upon), indicating all amounts disbursed from the account, including the fee paid directly to 994 Group. 994 Group's access to the Assets of the account will be limited to trading and the withdrawals authorized above. Upon request, 994 Group will send to the Client an invoice in addition to the Custodian statement reflecting the amount of the fee, the quarter or month ending balance for the Client's Account on which the fee was based, and the specific manner in which the fee was calculated. Representatives will be available to clients to discuss fees paid to the firm as requested by clients.

Venmo

For Consulting Services clients, the Adviser will allow the client to submit payment via Venmo. In this situation we will submit an invoice to the client's address of record or via electronic mail and the client will submit payment via Venmo link provided on the invoice. Fees are due and payable upon receipt of our invoice.

Other Compensation

Our IARs receive no additional compensation.

Financial Planning and/or Consulting Fees

994 Group provides a comprehensive financial plan for a fixed fee of \$1,500-\$10,000, which may be negotiable depending upon the nature and complexity of the client's circumstances. An estimate for total hours will be determined at the start of the advisory relationship. Fee to be paid one time, quarterly, or on a negotiated schedule. Investment plans will be presented to you within 90 days of the contract date, provided that all information needed to prepare the investment plan has been promptly provided to us. We do not accept prepayment of more than \$500 in fees per client, six months or more in advance. The financial planning agreement will terminate once you receive the final plan.

The Financial Planning Agreement will show the fee you will pay.

If the plan is implemented through us, we may receive compensation from the sale of insurance products or advisory services recommended in the financial plan. This compensation would be in addition to the financial planning fee you pay. The fees and expenses you pay for the purchase of these products may be more or less than the expenses you would pay should you decide to implement our recommendations through another investment advisory firm or broker-dealer and are typically determined by the broker-dealer or investment company sponsoring the product. Therefore, a conflict of interest may exist between our interests and your interests since we may recommend products that pay us compensation.



We may have an incentive to recommend particular products based upon the potential compensation rather than your needs. This potential conflict is addressed in our Code of Ethics.

Based upon your needs, we may also provide consultations throughout the year to advise and counsel you about other financial issues. We can help you with transition planning, major transaction analysis, coordinated with cash flow needs, retirement needs, estate planning needs, income tax planning, life and disability insurance needs, investment needs, and college education planning.

Business Consulting Services

The fee for business consulting services is based on the scope and complexity of the financial engagement. This fee and the scope of the engagement are agreed to in writing before the engagement begins.

Third Party Fees

Our fees do not include brokerage commissions, transaction fees, and other related costs and expenses. You may incur certain charges imposed by custodians, third party investment companies and other third parties. These include fees charged by managers, 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. Mutual funds, money market funds and exchange-traded funds (ETFs) also charge internal management fees, which are disclosed in the fund's prospectus. These fees may include, but are not limited to, a management fee, upfront sales charges, and other fund expenses. Certain strategies offered by us may involve investment in mutual funds and/or ETFs. Load and no load mutual funds may pay annual distribution charges, sometimes referred to as "12(b)(1) fees". These 12(b)(1) fees come from fund assets, and thus indirectly from clients' assets. We do not receive any compensation from these fees. All of these fees are in addition to the management fee you pay us. You should review all fees charged to fully understand the total amount of fees you will pay. Services similar to those offered by us may be available elsewhere for more or less than the amounts we charge. Our brokerage practices are discussed in more detail under Item 12 – Brokerage Practices.

Third Party Money Managers

We have access to several approved third party money managers, which will be employed to manage your account with a separate contract. If we determine that opening an account with a professional third-party money manager is in your best interest, then you will pay an asset management fee to us in addition to a separate asset management fee that will be charged by the third-party money manager(s).

If you pay an asset management fee to us in addition to the separate asset management fee that will be charged by the third-party money manager(s), our fee will be based upon a tiered fee schedule and will be calculated as follows:



Tiered Fee Schedule

AUM	Fee
\$0-\$499,999.99	1.00%
\$500,000.00 -\$999,999.99	.90%
\$1,000,000.00 - 1,499,999.99	.80%
\$1,500,000.00 - \$1999,999.99	.70%
\$2,000,000.00 - \$2,499,999.99	.60%
\$2,500,000.00 – \$4,999,999.99	.50%
\$5,000,000.00 (+)	.40%

The fees shown above are annual fees and may be negotiable based upon certain circumstances. No increase in the annual fee shall be effective without prior written notification to you.

If you pay a separate asset management fee to us in addition to the separate asset management fee that will be charged by the third-party money manager(s), the asset management fee charged by third-party money managers will range from 0.15% to 0.70% of assets under management, depending on the third-party manager selected. Third-party money manager fees will be clearly defined in the contract you sign with the third-party money manager and in the third-party money manager’s ADV Part 2A Brochure. The third-party money managers we recommend will not directly charge you a higher fee than they would have charged without us introducing you to them. Under no circumstances will the combined fees charged by the Adviser and third-party money manager(s) exceed 3% of the client’s(s’) assets under management.

To determine the exact amount of the fees you will incur through your relationship with the third-party money manager, you should review the contract you sign with the third-party money manager and the third-party money manager’s ADV Part 2A. All third-party money manager fees, and the separate written disclosures made to you regarding these fees, comply with applicable state statutes and rules. The separate written disclosures that the third-party money manager must provide include: a copy of the third-party money manager’s Form ADV Part 2, all relevant Brochures, and a copy of the third-party money manager’s privacy policy.

Third party money managers establish and maintain their own separate billing procedures over which we have no control. In general, they will directly debit their advisory fees from the client’s(s’) managed account and will describe this procedure in their separate written disclosure documents. To better understand the third-party money manager’s billing procedures, you should review the contract you sign with the third-party money manager and the third-party money manager’s separate written disclosure documents.



Item 6 – Performance Based Fee and Side by Side Management

We do not charge any performance-based fees. These are fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7 – Types of Client(s)

We provide investment advisory services to individuals, high net worth individuals, small businesses, corporations, non-profit organizations, and trusts.

Our minimum household opening balance is \$5,000.00, which may be negotiable based upon certain circumstances.

Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss

Methods of Analysis

We use Fundamental Analysis as part of our overall investment management discipline; the implementation of this analysis as part of our investment advisory services to you may include any, all or a combination of the following:

Fundamental Analysis

Fundamental analysis is a technique that attempts to determine a security's value by focusing on the underlying factors that affect a company's actual business and its future prospects. Fundamental analysis is about using real data to evaluate a security's value. It refers to the analysis of the economic well-being of a financial entity as opposed to only its price movements.

The end goal of performing fundamental analysis is to produce a value that we can compare with the security's current price, with the aim of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short).

Investment Strategies

In order to perform this analysis, we use many resources, such as:

- Dimensional Fund Advisors
- Morningstar
- LSA Portfolio Analytics
- Annual reports, prospectuses, filings, economic commentaries by industry thought leaders



The investment strategies we use to implement any investment advice given to you include, but are not limited to:

- Long term purchases -securities held at least a year

Risk of Loss

We cannot guarantee our analysis methods will yield a return. In fact, a loss of principal is always a risk. Investing in securities involves a risk of loss that you should be prepared to bear. You need to understand that investment decisions made for your account by us are subject to various market, currency, economic, political and business risks. The investment decisions we make for you will not always be profitable nor can we guarantee any level of performance.

A list of all risks associated with the strategies, products and methodology we offer are listed below:

Bond Fund Risk

Bond funds generally have higher risks than money market funds, largely because they typically pursue strategies aimed at producing higher yields of the risks associated with bond funds include:

- Call Risk - The possibility that falling interest rates will cause a bond issuer to redeem—or call—its high-yielding bond before the bond's maturity date.
- Credit Risk — the possibility that companies or other issuers whose bonds are owned by the fund may fail to pay their debts (including the debt owed to holders of their bonds). Credit risk is less of a factor for bond funds that invest in insured bonds or U.S. Treasury bonds. By contrast, those that invest in the bonds of companies with poor credit ratings generally will be subject to higher risk.
- Interest Rate Risk — the risk that the market value of the bonds will go down when interest rates go up. Because of this, you can lose money in any bond fund, including those that invest only in insured bonds or Treasury bonds.
- Prepayment Risk — the chance that a bond will be paid off early. For example, if interest rates fall, a bond issuer may decide to pay off (or "retire") its debt and issue new bonds that pay a lower rate. When this happens, the fund may not be able to reinvest the proceeds in an investment with as high a return or yield.

Fundamental Analysis Risk

Fundamental analysis, when used in isolation, has several risks:

- There are an infinite number of factors that can affect the earnings of a company, and its stock price, over time. These can include economic, political and social factors, in addition to the various company statistics.
- The data used may be out of date.
- It is difficult to give appropriate weightings to the factors.
- It assumes that the analyst is competent.

- It ignores the influence of random events such as oil spills, product defects being exposed, and acts of God and so on.

Exchange Traded Fund (“ETF”) Risk

Most ETFs are passively managed investment companies whose shares are purchased and sold on a securities exchange. An ETF represents a portfolio of securities designed to track a particular market segment or index. ETFs are subject to the following risks that do not apply to conventional funds:

- The market price of the ETF’s shares may trade at a premium or a discount to their net asset value;
- An active trading market for an ETF’s shares may not develop or be maintained; and
- There is no assurance that the requirements of the exchange necessary to maintain the listing of an ETF will continue to be met or remain unchanged

Mutual Funds Risk

The following is a list of some general risks associated with investing in mutual funds.

- Country Risk - The possibility that political events (a war, national elections), financial problems (rising inflation, government default), or natural disasters (an earthquake, a poor harvest) will weaken a country's economy and cause investments in that country to decline.
- Currency Risk -The possibility that returns could be reduced for Americans investing in foreign securities because of a rise in the value of the U.S. dollar against foreign currencies. Also called exchange-rate risk.
- Income Risk - The possibility that a fixed-income fund's dividends will decline as a result of falling overall interest rates.
- Industry Risk - The possibility that a group of stocks in a single industry will decline in price due to developments in that industry.
- Inflation Risk - The possibility that increases in the cost of living will reduce or eliminate a fund's real inflation-adjusted returns.
- Manager Risk -The possibility that an actively managed mutual fund's investment adviser will fail to execute the fund's investment strategy effectively resulting in the failure of stated objectives.
- Market Risk -The possibility that stock fund or bond fund prices overall will decline over short or even extended periods. Stock and bond markets tend to move in cycles, with periods when prices rise and other periods when prices fall.
- Principal Risk -The possibility that an investment will go down in value, or "lose money," from the original or invested amount.



Overall Risks

Clients need to remember that past performance is no guarantee of future results. All funds carry some level of risk. You may lose some or all of the money you invest, including your principal, because the securities held by a fund goes up and down in value. Dividend or interest payments may also fluctuate, or stop completely, as market conditions change.

Before you invest, be sure to read a fund's prospectus and shareholder reports to learn about its investment strategy and the potential risks. Funds with higher rates of return may take risks that are beyond your comfort level and are inconsistent with your financial goals.

While past performance does not necessarily predict future returns, it can tell you how volatile (or stable) a fund has been over a period of time. Generally, the more volatile a fund, the higher the investment risk. If you'll need your money to meet a financial goal in the near-term, you probably can't afford the risk of investing in a fund with a volatile history because you will not have enough time to ride out any declines in the stock market.

Item 9 – Disciplinary Information

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management. We do not have any information to disclose concerning 994 Group or any of our IARs. We adhere to high ethical standards for all IARs and associates.

Item 10 – Other Financial Industry Activities and Affiliations

Neither 994 Group nor any of its management persons are registered as a broker-dealer or registered as a representative of a broker-dealer, nor does it have any pending application to register. In addition, neither 994 Group nor its management persons are affiliated with any broker-dealer.

994 Group and its management persons are not registering as a commodity pool operator, futures commission merchant, or commodity trading advisor.

Other Financial Industry Affiliations

The IARs of 994 Group have the following outside business activities and/or affiliations to disclose.

Kristen LeClair may recommend insurance products and may also, as an independent insurance agent, sell those recommended insurance products to clients. When such recommendations or sales are made, a conflict of interest exists as the insurance licensed IARs earn insurance commissions for the sale of those products, which may create an incentive to recommend such products. We require that all IARs disclose



this conflict of interest when such recommendations are made. Also, we require IARs to disclose that clients may purchase recommended insurance products from other insurance agents not affiliated with us. Kristen LeClair spends approximately 1% of her time in this capacity.

Selection of Other Advisers

If 994 Group determines that opening an account with a professional third-party money manager is in your best interest, then you will pay an asset management fee to us in addition to a separate asset management fee that will be charged by the third-party money manager(s). Details of these fees are/will be described in Item 5 – Fees and Compensation.

Item 11 – Code of Ethics, Participation or Interest in Client Accounts and Personal Trading

General Information

We have adopted a Code of Ethics for all supervised persons of the firm describing the firm's high standards of business conduct, and fiduciary duty to you, our client. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts, the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All of our IARs must acknowledge the terms of the Code of Ethics annually, or as amended.

Participation or Interest in Client Accounts

Our Compliance policies and procedures prohibit anyone associated with 994 Group from having an interest in a client account or participating in the profits of a client's account without the approval of the CCO.

The following acts are prohibited:

- Employing any device, scheme or artifice to defraud
- Making any untrue statement of a material fact
- Omitting to state a material fact necessary in order to make a statement, in light of the circumstances under which it is made, not misleading
- Engaging in any fraudulent or deceitful act, practice or course of business
- Engaging in any manipulative practices

Clients and prospective clients may request a copy of the firm's Code of Ethics by contacting the CCO.



Personal Trading

We may recommend securities to you that we will purchase for our own accounts. We may trade securities in our account that we have recommended to you as long as we place our orders after your orders. This policy is meant to prevent us from benefiting as a result of transactions placed on behalf of advisory accounts.

Certain affiliated accounts may trade in the same securities with your accounts on an aggregated basis when consistent with our obligation of best execution. When trades are aggregated, all parties will share the costs in proportion to their investment. We will retain records of the trade Order (specifying each participating account) and its allocation. Completed Orders will be allocated as specified in the initial trade order. Partially filled Orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

994 Group has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of "Access Persons". The policy requires that an Access Person of the firm provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date the Adviser selects; provided, however that at any time that the Adviser has only one Access Person, he or she shall not be required to submit any securities report described above.

We have established the following restrictions in order to ensure our fiduciary responsibilities regarding insider trading are met:

- No securities for our personal portfolio(s) shall be bought or sold where this decision is substantially derived, in whole or in part, from the role of IARs of 994 Group, unless the information is also available to the investing public on reasonable inquiry. In no case, shall we put our own interests ahead of yours.

Privacy Statement

We are committed to safeguarding your confidential information and hold all personal information provided to us in the strictest confidence. These records include all personal information that we collect from you or receive from other firms in connection with any of the financial services they provide. We also require other firms with whom we deal with to restrict the use of your information. Our Privacy Policy is available upon request.

Conflicts of Interest

994 Group's IARs may employ the same strategy for their personal investment accounts as it does for its clients. However, IARs may not place their orders in a way to benefit from the purchase or sale of a security.



We act in a fiduciary capacity. If a conflict of interest arises between us and you, we shall make every effort to resolve the conflict in your favor. Conflicts of interest may also arise in the allocation of investment opportunities among the accounts that we advise. We will seek to allocate investment opportunities according to what we believe is appropriate for each account.

We also adhere to the fiduciary standards of ERISA for all ERISA accounts. We adhere to the Impartial Conduct Standards which includes the “best interest” standard, reasonable compensation and no misrepresentation of information. We have policies and procedures in place to monitor our adherence to our fiduciary obligation. We strive to do what is in the best interests of all the accounts we advise.

Item 12 – Brokerage Practices

Factors Used to Select Custodians

In recommending a custodian/broker-dealer, we look for a company that offers relatively low transaction fees, access to desired securities, trading platforms, and support services. We require that our clients use TD Ameritrade as the qualified custodian for their accounts when utilizing our asset management services.

Soft Dollars

TD Ameritrade and other third party managers may provide us with certain brokerage and research products and services that qualify as "brokerage or research services" under the rules. These research products and/or services will assist the IAR in its investment decision making process. Such research generally will be used to service all of the IAR's clients, but brokerage commissions paid by the client may be used to pay for research that is not used in managing the client's account. The account may pay to a broker-dealer a commission greater than another qualified broker-dealer might charge to affect the same transaction where the IAR determines in good faith that the commission is reasonable in relation to the value of the brokerage and research services received.

Because soft dollar benefits could be considered to provide a benefit to the adviser that might cause the client to pay more than the lowest available commission without receiving the most benefit, they are considered a conflict of interest in recommending or directing custodial and third party managerial services. 994 Group mitigates these conflicts of interest through strong oversight of soft-dollar arrangements by the Chief Compliance Officer, in order to assure the soft dollar benefits serve the best interests of the client.

There may be other benefits from recommending TD Ameritrade or other third party managers such as software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.



Other services may include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom 994 Group may contract directly. 994 Group may receive seminar expense reimbursements from product sponsors which may be based on the sales of products to their clients.

Soft dollar benefits may be proportionally allocated to any accounts that may generate different amounts of the soft dollar benefits.

Best Execution

We have an obligation to seek best execution for you. In seeking best execution, the determinative factor is not the lowest possible commission cost but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, reputation and responsiveness. Therefore, we will seek competitive commission rates, but we may not obtain the lowest possible commission rates for account transactions.

Brokerage for Client Referrals

In selecting and/or recommending broker-dealers, we do not take into consideration whether or not we will receive client referrals from the broker-dealer or third party.

Directed Brokerage

We do not permit directed brokerage. We will require you to use the custodian of our choosing as the custodial firm.

Trading

Transactions for each client account will be effected independently, unless we decide to purchase or sell the same securities for several clients at approximately the same time. We may (but are not obligated to) combine or "batch" such Orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among our clients' differences in prices and commission or other transaction costs. Under this procedure, transactions will be price-averaged and allocated among our clients in proportion to the purchase and sale orders placed for each client account on any given day.

Transactions placed in an asset management account by a third-party manager will be executed through their broker-dealer or custodian. In determining best execution for these transactions, the third-party manager is looking at whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. While they look for competitive commission rates, they may not obtain the lowest possible commission rates for account transactions. The aggregation and allocation practices of mutual funds and third party managers that we recommend to



you are disclosed in the respective mutual fund prospectuses and third party manager disclosure documents which will be provided to you.

Item 13 – Review of Accounts

Reviews

Reviews are conducted at least annually or as agreed to by us. Reviews will be conducted by the primary investment advisor representative listed on the account or financial plan. You may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place. Generally, we will monitor for changes and shifts in the economy, changes to the management and structure of a mutual fund or company in which client assets are invested, and market shifts and corrections.

Reports

You will be provided with account statements reflecting the transactions occurring in the account on at least a quarterly basis. These statements will be written or electronic depending upon what you selected when you opened the account. You will be provided with paper or electronic confirmations for each securities transaction executed in the account. You are obligated to notify us of any discrepancies in the account(s) or any concerns you have about the account(s).

Item 14 – Client Referrals and Other Compensation

We do not receive any economic benefit from someone who is not a client for providing investment advice or other advisory services to our clients nor do we directly or indirectly pay any compensation to any non-supervised person if they refer clients to us.

Item 15 – Custody

We do not have physical custody of any accounts or assets. However, we may be deemed to have constructive custody of your account(s) if we have the ability to deduct your advisory fees from the custodian. We use TD Ameritrade as the custodian and/or broker-dealer for all of your accounts. You should receive monthly or quarterly statements from the broker-dealer or custodian that holds and maintains your investment assets, depending on the billing frequency we have agreed upon. We urge you to carefully review such statements and compare this official custodial record to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities. If you notice any discrepancies, please contact 994 Group.



We will not deduct our fee from your advisory account. Instead, we send information to your custodian to debit your fees and to pay them to us. You will authorize the custodian in writing to pay us directly. We require that the client authorize direct deduction of our fee. Upon request, 994 Group will send to the Client an invoice in addition to the Custodian statement reflecting the amount of the fee, the quarter or month ending balance for the Client's Account on which the fee was based, and the specific manner in which the fee was calculated. Representatives will be available to clients to discuss fees paid to the firm as requested by clients. The custodian will send statements to you showing all disbursements for your account, including the amount of the advisory fee.

Standing Letter of Authorization

994 Group is deemed to have custody of client funds or securities as a result of maintaining standing letters of authorization (SLOA) for the purpose of distributing funds from a client's account. For those accounts in which we have the ability to initiate distributions from a client's account, via journal, ACH or wire to a third-party, which is an account held in the name of someone other than the client, we will ensure the following conditions have been met in order for us to be in compliance with SEC and State Custody Rules and ensure the safe keeping of our client's funds:

1. The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third-party's name, and either the third-party's address or the third-party's account number at a custodian to which the transfer should be directed.
2. The client authorizes the investment adviser, in writing, either on the qualified custodian's form or separately, to direct transfers to the third-party either on a specified schedule or from time to time.
3. The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization, and provides a transfer of funds notice to the client promptly after each transfer.
4. The client has the ability to terminate or change the instruction to the client's qualified custodian.
5. The investment adviser has no authority or ability to designate or change the identity of the third-party, the address, or any other information about the third-party contained in the client's instruction.
6. The investment adviser maintains records showing that the third-party is not a related party of the investment adviser or located at the same address as the investment adviser.
7. The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.



Item 16 – Investment Discretion

We manage assets on a discretionary and non-discretionary basis.

The decision as to whether to grant discretionary authority is made by you at the time of account opening and is detailed in the Advisory Agreement. Prior to the Adviser assuming discretionary authority, clients must execute the Advisory Agreement.

If you have granted us discretionary authority through your Advisory Agreement, this means you have given us the authority to determine the following without your consent:

- Securities to be bought or sold for your account
- Amount of securities to be bought or sold for your account
- Broker-dealer to be used for a purchase or sale of securities for your account
- Commission rates to be paid to a broker or dealer for your securities transaction.

In all cases, however, this discretion is exercised in a manner consistent with your stated investment objectives for your account and in accordance with any restrictions placed on the account(s). When active asset management services are provided on a discretionary basis the client will enter into a separate custodial agreement with the custodian. The custodian agreement will include a limited power of attorney to trade in the client's account(s) which authorizes the custodian to take instructions from us regarding all investment decisions for your account.

When selecting securities and determining amounts, we observe the investment policies, limitations and restrictions you have set. For registered investment companies, our authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

If you have not given us the authority to manage your account on a discretionary basis, then we cannot trade in your account without your express permission.

The third-party money manager and/or custodians may have discretion over your account. The Advisory Agreement and ADV Part 2 of the third-party money manager and the custodial new account documentation will detail this in full.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of advisory clients. You retain the responsibility for receiving and voting proxies for any and all securities



maintained in your portfolios. We may provide advice to you regarding your voting of proxies. The custodian will forward you copies of all proxies and shareholder communications relating to your account assets.

Item 18 – Financial Information

We are required to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that would impair our ability to meet any contractual and fiduciary commitments to you, our client. We have not been the subject of any bankruptcy proceedings. In no event shall we charge advisory fees that are both in excess of five hundred dollars and more than six months in advance of advisory services rendered.

Item 19 – Requirements for State Registered Advisers

Principals

There are three principals of 994 Group. Pete Markovich. Pete Markovich is the Chief Compliance Officer and Managing Member. He was born in 1987. His education information, business background, and other business activities can be found in the Form ADV Part 2B Brochure Supplement below. Kristen LeClair is the Chief Executive Office and Managing Member. She was born in 1977. Her education information, business background, and other business activities can be found in the Form ADV Part 2B Brochure Supplement below. Theodore LeClair is a Managing Member. He was born in 1967. Ted holds a Bachelor of Arts from Villanova University, a Master in Public Administration from Harvard University's Kennedy School of Government, and a Master in Strategic Studies from the US Army War College.

Performance Fees

We do not charge a performance-based fee (fees based on a share of capital gains on, or capital appreciation of, the assets of a client) for our normal asset management accounts.

Disclosable Events

Neither 994 Group nor Pete Markovich has any reportable events to disclose here.

Other Relationships

Neither 994 Group nor Pete Markovich has any relationship with any issuer of securities.



ADV Part 2B Brochure Supplement – Peter Daniel Markovich

Item 1 – Cover Page

Pete Markovich

CRD # 5957185

**994 Group
801 Barton Springs Rd. (9th Floor)
Austin, Tx 78704
(512) 853-9597
March 11, 2021**

This Brochure supplement provides information about Pete Markovich and supplements the 994 Group (“994 Group”) Brochure. You should have received a copy of that Brochure. Please contact Pete Markovich if you did not receive the Brochure or if you have any questions about the contents of this supplement.

Additional information about Pete Markovich, CRD# 5957185, is available on the SEC’s website at www.adviserinfo.sec.gov.



Item 2 – Educational Background and Business Experience

Full Legal Name: Peter Daniel Markovich

Year of Birth: 1987

Education

Bachelor of Arts, Economics and Business 2009
Trinity University, San Antonio, TX

Masters in Business Administration

University of Texas McCombs School of Business Austin, TX 2018

Designations

CFP[®] 2012

College of Financial Planning, Denver, CO

Minimum Designation Requirements

Certified Financial Planner (CFP)

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

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

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

Prerequisites/Experience: Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year)

Educational Requirements: Complete an advanced college level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.

Examination Type: Pass the comprehensive CFP[®] Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios



designed to test one's ability to correctly diagnose financial planning Issues and apply one's knowledge of financial planning to real world circumstances.

Ethics: Agree to be bound by CFP Board's Standards of Professional/Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

Continuing Education/Experience Requirements: Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct to maintain competence and keep up with developments in the financial planning field.

Ethics: Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

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

Business History

August 2017 – Present	CCO and Managing Member at 994 Group
April 2016 – August 2017	Investment Adviser Representative at Kestra Financial Services, Inc.
November 2012 – April 2016	Investment Adviser Representative at NFP Securities, Inc.
May 2011 - November 2012	Consultant and Platform Manager at NFP Securities, Inc.
July 2009 – May 2011	Assistant Financial Planner at South Texas Money Management
August 2008 – June 2009	Student at Trinity University
July 2008 – August 2008	Inside Sales Representative at Green Mountain Energy
August 2007 – May 2008	Student at Trinity University

Item 3 – Disciplinary History

Neither 994 Group nor Peter Daniel Markovich has any disciplinary history to disclose.

Item 4 – Other Business Activities

As noted in Item 10 "Other Financial Industry Activities and Affiliations" above, Peter Daniel Markovich has no outside business activities and/or affiliations to disclose.



Item 5 – Additional Compensation

Peter Daniel Markovich does not receive any other compensation.

Item 6 – Supervision

Peter Daniel Markovich is the Chief Compliance Officer and Managing Member of 994 Group, and he performs all supervisory duties for the firm.

Item 7 – Requirements for State-Registered Advisers

Peter Daniel Markovich has no reportable events to disclose here.



ADV Part 2B Brochure Supplement – Kristen Sanders LeClair

Item 1 – Cover Page

Kristen Sanders LeClair

CRD # 4341716

**994 Group
801 Barton Springs (9th Floor)
Austin, TX 78704
(704) 779 2633
March 11, 2021**

This Brochure supplement provides information about Kristen LeClair supplements the 994 Group (“994 Group”) Brochure. You should have received a copy of that Brochure. Please contact Kristen LeClair if you did not receive the Brochure or if you have any questions about the contents of this supplement.

Additional information about Kristen LeClair, CRD# 4341716, is available on the SEC’s website at www.adviserinfo.sec.gov.



Item 2 – Educational Background and Business Experience

Full Legal Name: Kristen Sanders LeClair

Year of Birth: 1977

Education

Masters of Business Administration 2017
University of North Carolina, Chapel Hill, North Carolina

Bachelor of Arts, Business 1999
University of North Carolina at Charlotte, Charlotte, North Carolina

Designations

Business History

October 2018 – Present Investment Adviser Representative with 994 Group, LLC

December 2017 – Present Managing Member at 994 Group, LLC

April 2016 – September 2017 Senior Vice President and Registered Representative at Kestra Financial Services Inc.

November 2010 – April 2016 Senior Vice President and Registered Representative at NFP Advisor Services, LLC

Item 3 – Disciplinary History

Neither 994 Group nor Kristen Sanders LeClair has any disciplinary history to disclose.

Item 4 – Other Business Activities

Kristen LeClair may recommend insurance products and may also, as an independent insurance agent, sell those recommended insurance products to clients. The sale of these products accounts for less than 1% of her time. When such recommendations or sales are made, a conflict of interest exists as the insurance licensed IARs earn insurance commissions for the sale of those products, which may create an incentive to recommend such products. We require that all IARs disclose this conflict of interest when such recommendations are made. Also, we require IARs to disclose that clients may purchase recommended insurance products from other insurance agents not affiliated with us.

Item 5 – Additional Compensation

Kristen LeClair does not receive any other compensation.

Item 6 – Supervision

Kristen LeClair is an Investment Advisor Representative of 994 Group. Kristen LeClair is Managing Member of 994 Group LLC. The 994 Group CCO, Pete Markovich, performs all supervisory duties of the firm.

Item 7 – Requirements for State-Registered Advisers

Kristen Sanders LeClair has no reportable events to disclose here.