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## FORM ADV Part 2A – Client Brochure

March 30, 2018



# SAGEOAK

## FINANCIAL

SageOak Financial, LLC

7136 S. Yale Avenue Suite 300

Tulsa, OK 74136

(918)518-1533

[www.sageoakfinancial.com](http://www.sageoakfinancial.com)

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This brochure provides information about the qualifications and business practices of SageOak Financial, LLC (“SageOak”). If you have any questions about the contents of this brochure, please contact us by phone at (918)518-1533 or by email at [info@sageoakfinancial.com](mailto:info@sageoakfinancial.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.

SageOak Financial, LLC is a registered investment adviser with the state of Oklahoma. Registration of an investment adviser does not imply a certain level of skill or training. The oral and written communications of an adviser provide you with information to determine if you should hire or retain an adviser. Additional information about SageOak Financial, LLC is also available on the SEC’s website at [adviserinfo.sec.gov](http://adviserinfo.sec.gov) or on the Oklahoma Securities Commission website at [www.securities.ok.gov/Firms-profs/DatabaseSearch.asp](http://www.securities.ok.gov/Firms-profs/DatabaseSearch.asp).

## Item 2 – Material Changes

The purpose of this section is to discuss any material changes since the last annual update of SageOak Financial, LLC's Form ADV Part 2 disclosure brochure. The date of our last annual update was March 31, 2017.

### Summary of Material Changes:

- Updated information regarding assets under management (AUM) and updated services offered to include Institutional Advisory Services as an additional offering
  - Item 4 of Form ADV Part 2A – Client Brochure
- Updated fee information to clarify net worth fee calculation and to include fee information for Institutional Advisory Services
  - Item 5 of Form ADV Part 2A – Client Brochure
- Updated description of client types to include businesses
  - Item 7 of Form ADV Part 2A – Client Brochure
- Updated account review information to reflect Institutional Advisory Services offering
  - Item 13 of Form ADV Part 2A – Client Brochure
- Updated business background and experience for the preceding five years
  - Item 2 of Form ADV Part 2B Brochure Supplement

We will ensure that clients receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

We will also provide you with a new brochure, as necessary, based on changes or new information, at any time, without charge.

A copy of this brochure may be requested at any time, free of charge, by contacting Tyler A. Gray, Principal Owner and Managing Member of SageOak Financial, LLC by phone at (918)518-1533 or by email at [info@sageoakfinancial.com](mailto:info@sageoakfinancial.com).

## Item 3 – Table of Contents

Item 1 – Cover Page.....	i
Item 2 – Material Changes.....	ii
Item 3 – Table of Contents.....	iii
Item 4 – Advisory Business.....	1
Item 5 – Fees and Compensation.....	3
Item 6 – Performance-Based Fees and Side-By-Side Management.....	4
Item 7 – Types of Clients.....	4
Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss.....	5
Item 9 – Disciplinary Information.....	6
Item 10 – Other Financial Industry Activities and Affiliations.....	6
Item 11 – Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading.....	7
Item 12 – Brokerage Practices.....	7
Item 13 – Review of Accounts.....	9
Item 14 – Client Referrals and Other Compensation.....	9
Item 15 – Custody.....	10
Item 16 – Investment Discretion.....	10
Item 17 – Voting Client Securities.....	10
Item 18 – Financial Information.....	10
Item 19 – Requirements for State-Registered Advisers.....	11
Form ADV Part 2B Brochure Supplement Cover Page.....	11
Item 2 – Educational Background and Business Experience.....	12
Item 3 – Disciplinary Information.....	14
Item 4 – Other Business Activities.....	14
Item 5 – Additional Compensation.....	14
Item 6 – Supervision.....	14
Item 7 – Requirements for State-Registered Advisers.....	14

### Firm Description

SageOak Financial, LLC (“SageOak,” “we,” “our,” or “us”) is a limited liability company organized in the state of Oklahoma. SageOak was established in 2013 by Tyler A. Gray, Principal Owner and Managing Member. SageOak is a fee-only financial planning firm that focuses on providing comprehensive and holistic financial planning and wealth management advice to Christian individuals and their families. As of December 31, 2017, SageOak manages approximately \$3,013,688 on a discretionary basis and \$0 on a non-discretionary basis. Our advice is based on timeless financial wisdom, principles, and truth that is applicable to every stage of life. Our specialty, however, is providing working professionals, business owners, and near/current retirees with comprehensive financial planning advice on issues that may include, but are not limited to the following:

- Investment consulting
- Tax efficiency and tax minimization planning
- Estate planning and wealth transfer goals
- Wealth enhancement and asset/income protection
- Retirement planning
- Insurance needs evaluation and planning
- Charitable and philanthropic counsel
- Business advice and succession planning
- Cash flow planning and debt reduction
- College funding and planning

### Types of Advisory Services

#### Personal Advisory Services

This engagement is the primary focus of SageOak’s services. In this engagement, SageOak provides financial planning and investment management services based on the client’s individual values and goals.

This ongoing engagement will likely entail developing an investment policy statement outlining the client’s goals, time horizon, liquidity needs, risk tolerance and other factors that serve as a guide for the investment plan moving forward. After the client has established any necessary accounts with third party custodians, SageOak will assist with the organization of account paperwork and continue with the development and implementation of the client’s long-term financial plan. This will involve a more comprehensive evaluation of the client’s needs with our recommendations for moving forward. This ongoing process will typically involve meeting with the client regularly, such as a quarterly, but no less than annually, depending upon the needs and desires of the client. Depending on the engagement, it may also include the annual preparation of the client’s federal and state tax returns.

Finally, since no financial advisor can be an expert in every area of planning, SageOak will consult with a team of carefully selected outside specialists and experts (i.e. accountants, attorneys, etc.) as the need arises. We will gladly consult with your current advisors, or we can also recommend outside advisors that we feel would provide value to the relationship and to the planning process. Due to SageOak’s independent and fee-only structure, however, we will **never** accept referral fees, commissions, or other forms of compensation from third-parties. This means you will always receive independent, objective, and honest financial advice.

## **Investment Management**

Investment management is included in the Personal Advisory Services engagement, but for clients who do not feel they would benefit from a comprehensive, ongoing financial planning arrangement, SageOak also offers investment management services on a standalone basis.

This ongoing engagement will likely entail developing an investment policy statement outlining the client's goals, time horizon, liquidity needs, risk tolerance and other factors that serve as a guide for the investment plan moving forward. After the client has established any necessary accounts with third party custodians, SageOak will assist with the organization of account paperwork and continue with the development and implementation of the client's long-term investment plan. This ongoing process will typically involve meeting with the client regularly, such as quarterly, but no less than annually, depending upon the needs and desires of the client. Investment Management clients may also obtain financial planning services through a separate agreement.

Due to SageOak's independent and fee-only structure, we will **never** accept referral fees, 12b-1 fees, commissions, or other forms of compensation from third-parties. This means you will always receive independent, objective, and honest investment advice.

## **Financial Planning**

Financial Planning is included in the Personal Advisory Services engagement, but SageOak may also arrange financial planning engagements on a one-time or ongoing basis. This type of engagement is geared towards clients who desire one-time or ongoing financial planning advice. In the event of a one-time engagement, SageOak will typically provide financial advice to clients who may have one or more specific questions related to a client's financial life, such as "How much do I need to retire?" or "How much should I save for my children's college?" In these one-time engagements, SageOak does not provide any assistance or ongoing advice in relation to the implementation of the plan or recommendations discussed (with the exception of annual tax preparation) and the relationship is terminated when the final recommendations are presented to the client.

In an ongoing financial planning engagement, SageOak will typically provide a more comprehensive evaluation of the client's needs, including recommendations for the development and implementation of the client's long-term financial plan. This ongoing process will typically involve meeting with the client regularly, such as a quarterly, but no less than annually, depending upon the needs and desires of the client.

Both one-time and ongoing Financial Planning clients may obtain Investment Management services through a separate agreement.

## **Institutional Advisory Services**

SageOak offers Institutional Advisory Services to business entities, charitable organizations, trusts, estates, 401(k) plans, and other similar entities. These engagements are typically related to investment management consulting and may include ERISA 3(21) or 3(38) fiduciary services, employee education, coordination of other service providers, investment selection and monitoring, and a variety of other services, depending on the needs and desires of the client.

In addition to the services listed above, SageOak may occasionally provide clients and prospective clients with access to electronic newsletters, a blog, educational seminars/workshops, and other forms of non-personalized financial planning and wealth management advice. These additional services are provided free of charge to prospective and current clients.

## Item 5 – Fees and Compensation

SageOak is compensated on a strictly fee-only basis. This means that the only compensation we receive are fees paid directly to SageOak by our clients. Please see below for the fee schedule regarding the different client engagements SageOak offers. SageOak reserves the right to negotiate or waive any of its fee schedules at the sole discretion of the firm's principal and/or based upon the circumstances and dynamics of the client relationship. As a result, client relationships may exist in which fees are higher or lower than the fee schedules below.

### Personal Advisory Services

Fees for Personal Advisory clients are based on a percentage of the client's total net worth and are calculated by applying the fee schedule below to each client's net worth at the inception of the relationship. For investment accounts, bank accounts, and other similarly liquid assets, the advisor will use account statements from the custodian and/or account balance information provided by the client for fee calculation purposes. For assets that are illiquid and/or hard to value, such as with a closely held business, the advisor and the client will determine a mutually agreeable estimate to be used for fee calculation purposes. Fees are adjusted annually thereafter, using mutually agreed upon year-end asset values. There is typically a minimum quarterly fee based on the nature and complexity of the engagement. In addition to the quarterly fee, there is a one-time, upfront initial planning fee that is also based on the nature and complexity of the engagement. Fees are calculated once a year and billed in quarterly installments, in advance. Clients may pay fees by having them deducted from an advisory account in which the client has authorized SageOak to deduct such fees. Alternatively, clients may pay advisory fees by check, electronic ACH transaction, or credit card.

<b>Annual Fee</b>	<b>Net Worth</b>
0.50%	On the first \$5,000,000
0.25%	On the next \$5,000,000
0.10%	On the amount above \$10,000,000

### Investment Management

Fees for Investment Management clients are based on a percentage of the client's account size and are calculated by applying the fee schedule below to the client's account size at the inception of the relationship. Fees are adjusted annually thereafter, using mutually agreed upon year-end values. In certain circumstances, there may be a minimum quarterly fee, depending on the nature and complexity of the engagement. Fees are calculated once a year and billed in quarterly installments, in advance. Clients may pay fees by having them deducted from an advisory account in which the client has authorized SageOak to deduct such fees. Alternatively, clients may pay advisory fees by check, electronic ACH transaction, or credit card.

<b>Annual Fee</b>	<b>Assets Under Management</b>
1.00%	On the first \$500,000
0.75%	On the next \$2,000,000
0.50%	On the next \$2,500,000
0.25%	On the amount above \$5,000,000

### Financial Planning

Fees for Financial Planning clients depend on the nature and complexity of the engagement. One-time engagements involve a project-based fee, while ongoing engagements involve a one-time, upfront planning fee and an ongoing monthly fee that can be paid monthly or quarterly. Fees for one-time engagements are paid in arrears upon completion of the project, while fees for ongoing engagements are paid in advance. Fees may be paid by check, electronic ACH transaction, or credit card.

## Institutional Advisory Services

Fees for Institutional Advisory clients are typically based on a percentage of the client's plan/account size and are calculated by applying the fee schedule below to each client's plan/account size at the inception of the relationship. Fees are adjusted annually thereafter, using mutually agreed upon year-end values. There is typically a minimum quarterly fee based on the nature and complexity of the engagement. In addition to the quarterly fee, there is a one-time, upfront initial setup fee that is also based on the nature and complexity of the engagement. Fees are calculated once a year and billed in quarterly installments, in advance. Clients may pay fees by having them deducted from their plan/account in cases where the client has authorized SageOak to deduct such fees. Alternatively, clients may pay advisory fees directly by check, electronic ACH transaction, or credit card.

<b>Annual Fee</b>	<b>Total Plan/Account Size</b>
0.50%	On the first \$5,000,000
0.25%	On the next \$5,000,000
0.10%	On the amount above \$10,000,000

## Third Party Expenses and Other Fees

All of SageOak's fees exclude any transaction fees or commissions that may be charged separately by the client's brokerage firm or custodian. See the section titled "Item 12 – Brokerage Practices" for further information. Mutual funds, exchange traded funds (ETFs), and other similar investments may charge their own fees, often referred to as an "expense ratio." In addition, clients may incur additional fees while working with other service professionals (i.e. accountants, attorneys, insurance agents, etc.). Due to SageOak's fee-only structure, SageOak receives no portion of any third-party fees.

## Termination of Agreement

Either the client or SageOak may terminate the engagement at any time, upon written notice to the other party. Fees are prorated through the date of termination and any remaining balance is charged or refunded to the client, as appropriate. Prepaid fees that have not yet been earned will be promptly refunded, and any earned, unpaid fees will be immediately due. SageOak and its management reserve the right to terminate any client relationship where a client has concealed or refused to provide pertinent information about their financial situation when necessary and appropriate, in SageOak's judgment, to providing proper advice. Client agreements may not be assigned to a third party without client consent.

## Item 6 – Performance-Based Fees and Side-By-Side Management

SageOak does **not** charge any performance based fees (i.e. fees based on a share of capital gains on or capital appreciation of, the assets of the client).

## Item 7 – Types of Clients

### Description

SageOak offers its services primarily to individuals, including high net worth individuals, businesses, working professionals, business owners, near/current retirees, and their families. Client relationships vary in scope and length of service, depending upon the individual needs of the client.

## Account Minimums

Although SageOak does not have a minimum asset value or account size, we reserve the right to impose a minimum fee, depending on the nature and complexity of each client engagement. SageOak reserves the right to waive or lower a client's minimum fees at any time, depending upon the dynamics of the client relationship or as otherwise determined by the firm principal. For more information on fees and how they are calculated, see the section titled "Item 5 – Fees and Compensation" in this brochure.

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

### Methods of Analysis and Investment Strategies

SageOak primarily designs and implements portfolios based upon the well-researched premise and theory that capital markets are efficient over periods of time and that an investor's return is primarily due to the asset allocation decision (i.e. how much to invest in stocks vs. bonds vs. other types of assets). This theory and strategy involves predominately-utilizing low cost, tax efficient investment vehicles such as passively managed mutual funds and exchange traded funds (ETFs) and holding them over long periods of time and in a tax efficient manner. To determine the specific portfolio asset allocation for a client's account, SageOak may take into account various factors including, but not limited to, a client's goals, liquidity needs, time horizon, income, tax levels, and risk tolerance. Although SageOak utilizes primarily a passive investment strategy, other analysis may include fundamental and cyclical analysis. SageOak utilizes various third-party sources for investment research that may include Morningstar, Standard and Poor's, financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, company press releases, and various national and international financial publications and websites.

### Risk of Loss

**All forms of investing involve a risk of loss that clients should be prepared to bear.** In particular, an investment allocation strategy may not fully participate in sharp increases in a particular market sector, industry, or security that might be targeted in other types of investment strategies. Also, there is always the risk that the client's investment allocation could change over time due to movements in the securities markets and, if not corrected, will no longer be appropriate for the specific needs of the client. In addition to the risks involved with an asset allocation strategy, there may be other risks associated with investing in securities and/or capital markets through other strategies that SageOak may implement. These risks might include the following:

- **Systematic Risks**—These risks are inherent in the capital market "system" and cannot be diversified away:
  - **Purchasing Power Risk** – The risk here is that inflation will erode the amount of goods or services that can be purchased with the client's investing dollars and that the client's investments will not keep up with the level of inflation.
  - **Reinvestment Rate Risk** – This is the risk that the client will not be able to reinvest at the same rate of return that is being received by the client's current investment.
  - **Interest Rate Risk** – Interest rate risk is the risk that changes in interest rates will negatively affect the prices of securities.
  - **Market Risk** – Market risk involves the risk that changes in the ups and downs of the securities market may take all securities in the same direction.

- **Exchange Rate Risk** – Exchange rate risk involves the risk that changes in international exchange rates may negatively impact international securities.
- **Unsystematic Risks** – These risks are associated with a specific security or investment and can be reduced or eliminated through proper and careful diversification:
  - **Accounting Risk** – Accounting risk is the risk associated with an audit firm being too closely tied to the management of a company.
  - **Business Risk** – Business risk is the risk inherent from a company operating in a particular industry.
  - **Country Risk** – This is the risk that a company faces by doing business in a particular country.
  - **Default Risk** – Default risk is the risk that a company will default on its debt payments.
  - **Executive Risk** – This risk refers to the possibility that those running the company may not do so in an ethical or moral manner, hurting the value of the company.
  - **Financial Risk** – Financial risk is the risk that the company is too highly leveraged. Financial leverage is the amount of debt the firm deploys in relation to its equity. The higher the percentage of debt, the more risk.
  - **Government/Regulation Risk** – This is the risk that restrictions and/or tariffs might be placed on an industry or firm that would impact its ability to effectively compete in the marketplace.

## Item 9 – Disciplinary Information

SageOak is required to disclose the facts of any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Neither SageOak nor any of its personnel have any required disclosures applicable to this item.

## Item 10 – Other Financial Industry Activities and Affiliations

### Other Financial Industry Activities

Neither SageOak nor any of its personnel or management persons are registered, or have an application pending to register, as a broker-dealer or as a registered representative of a broker-dealer. In addition, neither SageOak nor any of its personnel or management persons are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

## Affiliations

As client situations dictate, SageOak may provide referrals to other service professionals such as attorneys, insurance agents, accountants, real estate agents, etc. as a value added service to our clients. SageOak, however, does **not** accept or pay referrals to any of these or any other third-parties. Clients are not required to use a particular service provider SageOak may recommend. Clients are free to use whomever they please in regards to these outside services or service providers that are regularly utilized in the financial planning and wealth management process.

To keep up to date on the most recent research and developments in the financial planning community, SageOak and its personnel are actively involved in several professional trade associations. Tyler A. Gray, Principal and Managing Member of SageOak is affiliated and actively participates in the National Association of Personal Financial Advisors (NAPFA), the Financial Planning Association (FPA), the XY Planning Network (XYPN), and Kingdom Advisors. More information about NAPFA, FPA, XYPN, and Kingdom Advisors can be found by visiting their websites at [www.napfa.org](http://www.napfa.org), [www.fpanet.org](http://www.fpanet.org), [www.xyplanningnetwork.com](http://www.xyplanningnetwork.com), and [www.kingdomadvisors.com](http://www.kingdomadvisors.com). Additional information about Mr. Gray's qualifications and industry affiliations is included in Part 2B, the supplement to this brochure.

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

### Code of Ethics

SageOak adheres to the NAPFA Code of Ethics and Fiduciary Oath. These set forth the policies of ethical and moral conduct all employees and associated persons of the firm are expected to follow. We strive to remain above reproach in our business practices and dealings with clients, prospective clients, and anyone else we may come into contact with through our business. Clients may request a copy of the NAPFA Code of Ethics and Fiduciary Oath by contacting us at [info@sageoakfinancial.com](mailto:info@sageoakfinancial.com) or by visiting NAPFA's website at [www.napfa.org/about/FiduciaryOath.asp](http://www.napfa.org/about/FiduciaryOath.asp).

### Participation or Interest in Client Transactions

SageOak does not recommend that clients buy or sell any security in which a related person to SageOak has a material financial interest.

### Personal Trading

On occasion, SageOak and/or its employees may buy or sell securities (i.e. mutual funds, ETFs, stocks, etc.) that we also recommend to clients. If there is ever a conflict of interest related to this between SageOak or one of its employees and a client, we will disclose that fact to the client. Since most employee trades are small in relation to the size of the market for the typical types of securities we recommend, these trades are highly unlikely to have a material effect on the price or movement of the securities. Incidental trading not deemed to be a conflict (i.e. a purchase or sale which is minimal in relation to the total outstanding value, and as such would have negligible effect on the market price), would not be disclosed at the time of trading.

## Item 12 – Brokerage Practices

### Selecting Brokerage Firms

SageOak does not require that clients use a particular custodian for their assets. We do recommend certain qualified custodians based on the client's need for such services. In recommending a custodian/broker-dealer,

SageOak will comply with its fiduciary duty and the Securities Exchange Act of 1934 to obtain “best execution.” Our recommendations may be based on quantitative and/or qualitative factors of the custodians such as price, the reputation of the custodians, ease of use, quality and speed of execution, research capabilities, and their information technology resources provided to the client and/or SageOak. In recognition of the value of research services and additional brokerage products and services provided by these custodians, clients may pay higher commissions and/or trading costs than those that may be available elsewhere.

Clients may pay transaction fees and other fees to their custodian or brokerage firm for the purchase of securities or for account maintenance. **SageOak is independently owned and operated and is not affiliated with any custodian and does not receive any commissions or fees from recommending or in connection with these services.** SageOak is a fee-only financial advisory firm. The only form of compensation we receive are fees paid by you, the client, as detailed previously in “Item 5 – Fees and Compensation” of this brochure.

## **Research and Other Benefits**

Although SageOak does not consider it material when determining whether to recommend that a client utilize certain custodians, SageOak may receive certain benefits from a custodian or brokerage firm in the form of research or brokerage services that may not benefit a specific client. These services may include software and other technology that provide access to account data, compliance or practice management related publications and/or events, marketing support, and/or other services used by SageOak to run its advisory business and provide advisory services to clients.

While SageOak will always act in the clients’ best interests, our recommendations that clients maintain assets at a particular custodian may be influenced in part on the benefit we receive from some of the aforementioned products and/or services. This may create a potential conflict of interest that needs to be disclosed. SageOak understands its duty for best execution and considers all factors in making recommendations to clients. While the custodian(s) SageOak recommends to clients may not always have the lowest commission rate, SageOak believes the rate is reasonable in relation to the value of the brokerage and research services provided. As a reminder, clients are welcome to choose to custody their assets with any custodian or broker-dealer of their choosing, regardless of SageOak’s recommendations.

## **Brokerage for Client Referrals**

SageOak does **not** receive client referrals, compensation, or revenue from any broker-dealer or third-party in exchange for using that broker-dealer, custodian, or third party.

## **Clients Directing Brokerage**

As mentioned previously, SageOak recommends certain qualified custodians based on the client’s need for such services. Clients, however, are free to direct brokerage to a specified custodian or brokerage firm other than those recommended by SageOak. As a result, if clients choose to direct brokerage to a different custodian or brokerage firm than is recommended by SageOak, clients may be unable to achieve the most favorable execution of client transactions.

## **Aggregated Trading for Multiple Client Accounts**

Although SageOak may maintain the ability to block trade purchases across accounts, trading on behalf of clients of SageOak will typically be performed on an individual basis and will not be aggregated with trading across other client’s accounts. This means that some client trades may be executed before or after others, at a different price. When this happens, clients may not receive certain volume discounts that might be available to advisers who participate in block trading client accounts on a regular basis. In the rare instances where client trades are aggregated, no advisory account within the block trade will be favored over any other advisory account, and thus, each account will participate in an aggregated order at the average share price and receive the same commission rate.

## Item 13 – Review of Accounts

### Reviews

For Personal Advisory clients, portfolio and financial plan reviews are typically conducted on a quarterly or semi-annual basis, and for Investment Management and Institutional Advisory clients, portfolio reviews are typically conducted on a quarterly or semi-annual basis. Plans and accounts are reviewed in the context of each client's stated goals, objectives, and guidelines. Reviews may take place more frequently due to changes in circumstances including, but not limited to, the client's individual situation, the state of the current economic or political environment, market conditions, or at the request of the client. Reviews are currently performed by Tyler A. Gray, Principal Owner and Managing Member of the firm.

For Financial Planning clients engaging SageOak on an one-time basis, the client's situation is reviewed at a particular moment in time and recommendations are given regarding the client's situation at that moment in time. These clients do not receive ongoing or continuous supervisory services of their investment accounts; therefore, no reviews are conducted. We recommend these clients engage us on at least an annual basis to update their financial plans, but SageOak is **not** responsible for the implementation of the recommendations set forth in these plans. For ongoing Financial Planning engagements, financial plan reviews are typically conducted on a quarterly or semi-annual basis.

### Reports

Clients may receive standard account statements from investment sponsors and brokerage firms. Clients may also receive periodic communications from SageOak. Reports and communication received may include, but are not limited to, investment allocation information, performance summaries and reports, and net worth statements. When clients are provided with net worth statements and/or net worth graphs from SageOak, these statements may contain estimates of certain account balances provided by the client, as well as an estimated value of hard to price real estate and other illiquid investments. These net worth statements or graphs are used for long-term planning where the precise values of assets are not material to the financial planning process.

## Item 14 – Client Referrals and Other Compensation

From time to time, current clients, friends and family of employees, and other individuals such as accountants, attorneys, and other service professionals may refer individuals to SageOak. Due to the nature of SageOak's fee-only structure, SageOak does **not** compensate third-parties for these referrals or any other client referrals. Likewise, SageOak is **not** compensated by other professionals for any client referrals SageOak may refer to these other professionals. SageOak does **not** receive any compensation from any third-party in connection with providing financial planning or investment advice to our clients. SageOak's sole compensation is obtained directly from fees paid by clients.

## Item 15 – Custody

### Custody

Although client assets are held at a third-party independent custodian, SageOak may be deemed to have limited custody of client funds for any account that fee deduction authority has been granted by the client. This is consistent with industry practices and regulatory guidelines. Except for in cases where this fee deduction exists, we do not have authority to take possession of funds out of client accounts.

### Account Statements

Clients will receive account statements from their brokerage firm or other qualified custodian. Client is urged to compare custodial account statements against any statements prepared by SageOak for accuracy. Minor variations may occur because of reporting dates, accrual methods of interest and dividends, and other factors. The custodial statement is the official record of your account for tax purposes.

## Item 16 – Investment Discretion

In certain situations, SageOak may accept discretionary authority to manage securities accounts on behalf of the client. In these situations, SageOak has the authority to determine, without obtaining specific client consent, the securities to be bought or sold and the amount of securities to be bought or sold within a client's account. In instances where SageOak has discretionary authority, this authority is to be exercised in a manner consistent with the investment objectives, limitations, and restrictions based upon the investment policy agreed upon by the client. Clients must sign a limited power of attorney and/or a trading authorization form(s) before discretionary authority is granted to SageOak on behalf of the client's account.

## Item 17 – Voting Client Securities

As a matter of firm policy, SageOak does **not** vote proxies. Clients will receive proxy materials directly from the issuer of the security or the custodian. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios.

## Item 18 – Financial Information

SageOak does **not** solicit prepayment of more than \$500 in advisory fees per client, six or more months in advance. In addition, SageOak and its management do **not** have any financial conditions that are likely to impair our ability to meet contractual commitments to clients and have **never** been the subject of a bankruptcy petition.

## Item 19 – Requirements for State-Registered Advisers

Tyler A. Gray is the sole Principal Owner and Managing Member of SageOak Financial, LLC. More information on Mr. Gray's education, qualifications, and business background can be found on Form ADV Part 2B, the supplement included at the end of this brochure.

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**FORM ADV Part 2B – Brochure Supplement for Tyler A. Gray**

March 30, 2018



**SAGEOAK**  
FINANCIAL

SageOak Financial, LLC

7136 S. Yale Avenue Suite 300

Tulsa, OK 74136

(918)518-1533

[www.sageoakfinancial.com](http://www.sageoakfinancial.com)

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This brochure supplement provides information about Tyler A. Gray, Principal Owner and Managing Member of SageOak Financial, LLC (“SageOak”) that supplements SageOak’s brochure. You should have received a copy of that brochure. Please contact Tyler A. Gray by phone at (918)518-1533 or by email at [info@sageoakfinancial.com](mailto:info@sageoakfinancial.com) if you did not receive SageOak Financial, LLC’s Form ADV Part 2A firm brochure or if you have any questions about the contents of this supplement.

Additional information about Tyler A. Gray is available on the SEC’s website at [adviserinfo.sec.gov](http://adviserinfo.sec.gov) or on the Oklahoma Securities Commission website at [www.securities.ok.gov/Firms-profs/DatabaseSearch.asp](http://www.securities.ok.gov/Firms-profs/DatabaseSearch.asp).

## Item 2 – Educational Background and Business Experience

### Full Name

- Tyler Allen Gray

### Year of Birth

- 1985

### Educational Background

- Master of Business Administration, Oklahoma State University, Stillwater, OK
- Certificate in Financial Planning, Northwestern University, Chicago, IL
- Bachelor of Science Physical Education, Indiana University-Purdue University of Indianapolis, Indianapolis, IN

### Business Background/Experience for the Preceding Five Years

- SageOak Financial, LLC, Tulsa, OK (January 2013-Present)  
Financial Advisor, Principal Owner, and Managing Member

### Examinations/Designations

- Series 65 – Uniform Investment Advisor Law Exam
- CERTIFIED FINANCIAL PLANNER™ certification (see more information below)
- Certified Kingdom Advisor® designation

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 71,000 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:

- Education – 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 – 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;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- 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 – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – 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.

## **Professional Associations**

- National Association of Personal Financial Advisors (NAPFA)

The following excerpt is taken from NAPFA’s website (visit [www.napfa.org](http://www.napfa.org) to find out more information on NAPFA):

*“The National Association of Personal Financial Advisors (NAPFA) is the country’s leading professional association of Fee-Only financial advisors—highly trained professionals who are committed to working in the best interests of those they serve. Our rich history began in 1983 when a group of advisors simply wanted to serve their clients without muddling the relationship with commissions. Since then we have developed high standards in the field and each advisor must sign and renew a Fiduciary Oath yearly and subscribe to our Code of Ethics. It’s all a part of the mission of NAPFA. Our association provides support and education for over 2400 members all over the country and is governed by our national board and supported by our four region boards.”*

- Financial Planning Association (FPA)

The following excerpt is taken from the FPA’s website (visit [www.fpanet.org](http://www.fpanet.org) to find out more information on the FPA):

*“The Financial Planning Association (FPA®) is the largest membership organization for personal financial planning experts in the U.S. and includes professionals from all backgrounds and business models. We help connect thousands of consumers to competent and ethical planners who uphold the FPA Standard of Care.*

*FPA members are those who commit to the highest standards of professional competence, ethical conduct and clear, complete disclosure to those they serve. They deliver advice using an objective, client-centered, ethical process. FPA membership consists of financial planners and all those who support the financial planning process. FPA’s nationwide network of nearly 100 chapters encourage professional development and networking on a local level.”*

- XY Planning Network (XYPN)

The following excerpt is taken from XYPN’s website (visit [www.xyplanningnetwork.com](http://www.xyplanningnetwork.com) to find out more information on XYPN):

*“The XY Planning Network is the leading organization of fee-only financial advisors who are focused on working with Generation X and Generation Y clients. Our mission is to connect consumers with best-in-class financial advisors who specialize in working with clients just like you.”*

- Kingdom Advisors

The following excerpt is taken from the Kingdom Advisors website (visit [www.kingdomadvisors.com](http://www.kingdomadvisors.com) to find out more information on Kingdom Advisors):

*“Kingdom Advisors provides advocacy, training, and community for financial professionals who are specialists in offering biblically wise advice. We also offer distinction to our advisors by granting the Certified Kingdom Advisor® designation. We are committed to serving advisors along their unique journeys of faith/work integration.”*

### Item 3 – Disciplinary Information

Tyler A. Gray does **not** have any necessary disclosures relating to this item.

### Item 4 – Other Business Activities

Tyler A. Gray is **not** actively engaged in any other investment-related or non-investment related businesses or activities that provide a substantial source of his income or involve a substantial amount of his time.

### Item 5 – Additional Compensation

Tyler A. Gray does **not** receive any additional compensation or economic benefit from a non-advisory client for the provision of advisory services.

### Item 6 – Supervision

As the Principal Owner and Managing Member of SageOak Financial, LLC, Tyler A. Gray supervises his own activities and is responsible for all advice provided to clients. He can be reached by phone at (918)518-1533 or by email at [info@sageoakfinancial.com](mailto:info@sageoakfinancial.com).

### Item 7 – Requirements for State-Registered Advisers

Tyler A. Gray has **not** been involved in any arbitration claims, civil, self-regulatory organization or administrative proceedings of any kind that are applicable to this disclosure item. In addition, Tyler A. Gray has **never** been the subject of a bankruptcy petition.