

Client Relationship Summary (Form CRS) | July 15, 2020

Item 1. Introduction

Acropolis Investment Management, LLC. is registered with the Securities and Exchange Commission as an Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides information tailored to educate retail investors about financial professionals.

Item 2. Relationships and Services

What investment service and advice can you provide me?

Acropolis is a fiduciary and offers investment advisory services to retail investors. These services include financial planning, retirement planning, and portfolio management. Your portfolio is monitored by us. The frequency of review depends on several factors, including market conditions and your requests, but reviews occur no less than quarterly. Our advisory services are provided on a discretionary basis, which means we do not need to speak with you before making investment changes. This discretion will continue until you notify us that you would like to terminate the agreement. Acropolis requires a \$1,000,000 minimum relationship size. Clients introduced through the Schwab Advisor Network have a minimum of \$500,000. **These minimums may be waived in some situations.**

For additional information about our advisory services, please see Items 4 and 7 of our Form ADV Part 2A [Firm Brochure](#)

Conversation starters. Questions to ask us:

Given my financial situation, should I choose an investment advisory service? Why or why not?

How will you choose investments to recommend to me?

What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

Item 3. Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

Our clients typically pay us investment advisory fees as a percentage of assets under management. These fees are paid quarterly in arrears. In some situations, we may be paid a fixed annual fee, assessed evenly each quarter. Fees may be negotiable.

In addition to the fee that you pay Acropolis for investment management services, other costs are generated by third parties, such as transaction charges from the custodian and internal costs of some of the securities we purchase.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For additional information about our fees and costs, please review Item 5 of our Form ADV Part 2A [Firm Brochure](#)

Conversation starters. Questions to ask us: *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice that we provide you. Here are some examples to help you understand what this means.

- Our sole source of revenue is the investment advisory fee we charge based on the assets we manage. We may therefore have an incentive to recommend adding assets to an account that we manage that increases the fee you pay us.
- Certain custodians make free services available to us, including consulting and access to research. These services may give Acropolis an incentive to recommend that clients open or maintain accounts with them.

For additional information about our fees and potential conflicts of interest, please see Items 5, 6, 10 and 11 of our Form ADV Part 2A [Firm Brochure](#)

Conversation starters. Questions to ask us:

How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our Portfolio Managers are employees of the firm and earn a percentage of the quarterly fees that are paid by their clients. Some of our financial professionals are owners of the firm and therefore also benefit from the overall profits of the firm.

Item 4. Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

No. Our firm and its financial professionals have had no disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters. Questions to ask us:

As a financial professional, do you have any disciplinary history? For what type of conduct?

Item 5 Additional Information

You can find additional information about our services and request a copy of the relationship summary by visiting www.acrinv.com, emailing at rf@acrinv.com or calling us at 636-449-4900.

Conversation starters. Questions to ask us:

Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?



Scan QR Code to View Acropolis' ADV Part 2 Firm Brochure



Name of Investment Adviser: **Acropolis Investment Management, LLC**

Street Address: 14567 North Outer 40, Suite 200
St. Louis, MO 63017

Telephone: 888-882-0072

Facsimile: 888-453-1266

Website Address: www.acrinv.com

Form ADV Part 2A Brochure

Dated: March 24, 2021

This brochure provides information about the qualifications and business practices of Acropolis Investment Management, LLC. If you have any questions about the contents of this brochure, please contact us at 888-882-0072 or rf@acrinv.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Acropolis Investment Management, LLC is also available on the SEC's website at adviserinfo.sec.gov

Acropolis Investment Management, LLC is a registered investment adviser with the U.S. Securities and Exchange Commission. This registration does not imply a certain level of skill or training.

Item 2 Material Changes

This brochure is required to be updated annually or sooner when material changes take place. Acropolis Investment Management, LLC previously filed an annual brochure with the Investment Adviser Registration Depository (IARD) dated March 30, 2020.

There have been no material changes to our ADV Part 2 since it was last updated and filed in March 2020.

You may obtain a copy of our current brochure via our website at www.acrinv.com or by sending a written request to:

Acropolis Investment Management, LLC
ATTN: Compliance Manager
14567 North Outer Forty Rd, Suite 200
Chesterfield, Missouri 63017

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Item 4 Advisory Business

Acropolis Investment Management, LLC is a fee-only wealth management firm and has been providing advisory services since 2002. Our advisory services are described below.

Our Advisory Services. We provide financial advisory and investment management services to:

- Individuals (including trusts and estates);
- Institutional clients including corporations, banks, insurance companies, labor organizations, university endowments, charitable organizations and other business entities;
- Company sponsored retirement plans; and
- Multiemployer and other retirement plans for members of labor organizations.

Individual Investment Management Services. We assist individual investors in formulating their investment objectives, policies and constraints in order to develop individual investment programs. To develop a client's investment program, we first conduct an initial client interview to obtain detailed financial information and other relevant data to determine the appropriate investment guidelines, risk tolerance and other factors pertinent to the client's current financial situation and objectives. Once we have an understanding of the client's investment objectives, investment time horizon and risk tolerance, we develop a recommended investment program to meet their stated goals. The investment program is detailed in an Investment Policy Statement, which we discuss and review with the client, and require the client to sign, prior to making the initial investments. We generally have full trading discretion for our individual investment management services.

The primary investments we employ in the management of client portfolios include individual stocks, bonds, exchange-traded funds and products that are managed by third parties such as mutual funds and separately managed accounts. However, depending upon a client's preferences and our recommendations, other types of investments may be used if deemed suitable for the client and not otherwise restricted by the client as outlined in the client's Investment Policy Statement.

A client's portfolio may be invested in private placement securities, including securities issued by privately held companies, where suitable for the client. However, as a matter of policy, we will not invest any part of a client's portfolio in a private placement without prior written consent of the client.

Institutional Advisory Services. We provide institutional clients with portfolio management services that include fixed income only securities, equity only securities and blended portfolios of equities and fixed income. These services are available for financial institutions, not-for-profit organizations, pension funds, insurance companies, corporate operating accounts, family offices, operating accounts, health and welfare funds, trustee directed defined contribution plans and defined benefit plans and endowment accounts. The execution of these services may be provided on a fully discretionary or non-discretionary basis depending upon the objectives of the institution.

Company Sponsored Retirement Plan Advisory Services. Through our Acropolis Retirement Plan Solutions and Ullico Retirement Solutions programs, we provide investment advice to various company and union sponsored retirement plans such as 401(k) plans. As a fiduciary adviser, we assist the plan sponsor with the selection of the investment line-up for plan participants and provide corresponding general information materials and educational sessions to plan participants to enable each participant to direct the investment selection for his or her own plan retirement account. Where we agree to act as a fiduciary solely under ERISA Section 3(21), we do not take discretionary control over the investment selections for the plan, and the plan sponsor makes all decisions regarding the selection of the investment line-up for the plan. Where we agree to act as a fiduciary under ERISA Section 3(38), we have the discretion to implement and/or change any selection for the investment line-up for the plan. In all cases, we have no authority to make investment decisions on behalf of plan participants. Upon request, we will also meet or speak with participants on an individual basis to provide investment education.

Ullico Retirement Solutions. Defined contribution (DC) retirement plans are now complementing many traditional defined benefit (DB) plans in the union workforce. Ullico Retirement Solutions (URS), a dba of Acropolis Investment Management, was created to provide defined contribution solutions as well as individual investment management services to the union workplace. The description of services provided for each are the same as already described. The defined contribution service may be delivered as a sub-advisory or solicitor's relationship with Ullico Investment Advisors (UIA), an SEC registered investment advisor. Individual investment services are delivered through a solicitor's agreement with UIA. See Item 19 of this ADV for additional detail on the solicitor's agreement with UIA.

Assets under Management. As of December 31, 2020, Acropolis managed \$1,600,751,093 on a discretionary basis and \$53,433,029 on a non-discretionary basis for a total of \$1,654,184,123 assets under management.

In addition to the assets above for which Acropolis provides continuous and regular supervisory or management services, Acropolis also provides investment advice to 25 company sponsored retirement plans with approximately 2,600 participants and over \$375 million in plan assets. Acropolis also provides non-discretionary consulting services to one bank portfolio with approximately \$122 million in investment assets.

Our Principal Owners. We are owned by four of our management employees, who we refer to as our "partners." Our two principal owners, each of whom owns between 25% and 50% of Acropolis, are Christopher B. Lissner and David B. Ott.

Item 5 Fees and Compensation

The fees we charge vary for our three principal categories of clients: (1) individuals (including trusts and estates), (2) institutional clients, and (3) company sponsored retirement plans. Fees may be negotiable based upon portfolio size, level of discretion, the portfolio asset classes to be managed and other factors. Acropolis provides investment supervisory services to full time employees at no fee.

Individual Advisory Fee Schedule. Individual client fees are based on the schedule set forth in the below table and may include a minimum annual fee. At our discretion, certain individual positions within a client's account may be excluded from billing, such as a low-cost basis legacy position.

Private Client Fee Schedule *			
Tier 1	1.25%	on first	\$ 500,000
Tier 2	1.15%	on next	\$1,000,000
Tier 3	1.00%	on next	\$1,500,000
Tier 4	0.85%	on next	\$2,500,000
Tier 5	0.75%	on next	\$5,000,000
Tier 6	0.40%	on all additional funds	
* Fees may be negotiable			

Institutional Advisory Fee Schedule. Institutional clients pay fees based on the fee schedule set forth in the following table.

Institutional Fee Schedule *			
Tier 1	0.80%	on first	\$5,000,000
Tier 2	0.50%	on next	\$10,000,000
Tier 3	0.40%	on next	\$25,000,000
Tier 4	0.35%	on next	\$25,000,000
Tier 5	0.30%	on next	\$50,000,000
Tier 6	0.25%	on all additional funds	
* Minimum annual fee \$10,000. Fees may be negotiable			

General Information Regarding Individual and Institutional Advisory Fees. Our individual and institutional clients pay fees for our individual and institutional advisory services based upon the market value of the client's account on the last day of the applicable billing period. Individual advisory fees are adjusted for any deposits and/or withdrawals during the period that affect the invoice by more than \$100. We generally bill individuals and institutions quarterly after the end of the calendar quarter for services performed during the completed quarter. Fees for a partial period at the initiation and termination of the agreement will be prorated based

upon the number of days we managed the assets. A client has a right to terminate an agreement without penalty within five business days after entering into the agreement.

For purposes of calculating our fees, we value securities based on the client's custodian. Custodians will typically use the closing price for all listed securities and either a third-party pricing service or matrix pricing for non-listed, fixed-income securities. Other securities or investments in a client's account that the custodian does not price will be valued in a manner we determine in good faith to reflect fair market value. For investments in privately held companies, we will generally value the investment at its initial cost until circumstances indicate that a new fair market value for the investment is appropriate. The value of fixed income investments includes interest that has been accrued but not yet paid.

Unless we agree otherwise with a client, the client authorizes us to deduct any and all fees when due from the assets held in the client's accounts. A client generally receives a statement of management fees 7-10 business days prior to the fees being debited from the client's accounts. In the event that we have agreed to bill the client directly but the client fails to pay any invoice within 30 days of the date of the invoice, the client authorizes us to debit the fees from the client's accounts.

Our fees do not include costs that may be incurred for the execution of securities transactions or custodial fees. See "Brokerage Practices" beginning on page 12 of this brochure for additional information. Further, in cases where a client owns mutual funds, exchange-traded index funds, or other investment company shares or we have invested client assets in separately managed accounts, the client may pay two levels of management fees: one to Acropolis and one to the entity managing the investment. We will consider such fees prior to investing in any products that would result in the client paying additional advisory fees.

The services we offer may be available from other vendors at higher or lower fees.

Company Sponsored Retirement Plan Fees. Fees for investment advisory services for company sponsored retirement plans are based upon a percentage of the market value of all assets in the plan. We do not retain any 12b-1 fees paid by the mutual fund companies. We refund any 12b-1 or related fees we may receive back to the plan.

The fees for investment advisory services for company sponsored retirement plans are the same whether we act in an ERISA Section 3(21) role or an ERISA Section 3(38) role. The fees are as follows, with a minimum fee of \$9,000:

Retirement Plan Fee Schedule*			
Tier 1	\$9,000	on first	\$1,000,000
Tier 2	0.40%	on next	\$9,000,000
Tier 3	0.30%	on next	\$15,000,000
Tier 4	0.25%	on next	\$15,000,000
Tier 5	0.20%	on next	\$75,000,000
Tier 6	0.15%	on all additional funds	
*All fees may be negotiable			

Fees for on-site education may be billed separately in addition to the above fee schedule depending on the number and location of offices and frequency of visits.

Fees are billed after the end of the calendar quarter for services performed during the completed quarter. The fee will be based on the account value on the last business day of the preceding quarter or the last day of contractual arrangement and will be due the following business day. We are authorized to invoice the record keeper directly for our fees. The record keeper and/or the custodian do not verify the accuracy of the fee calculation. All investment management fees are deducted from plan assets, unless otherwise requested by the plan sponsor.

Sub-Advisory Fees through Ullico Retirement Solutions

Fees for Ullico Retirement Solutions (URS) are based on a fee sharing arrangement with Ullico Investment Advisors (UIA). UIA is responsible for charging and collecting fees from the plan sponsors enrolled in the program, and UIA pays us our portion of the fees upon UIA's receipt of the fees. Fees are based on the market value of all assets in the plan enrolled in URS. The total UIA fees charged are identical to the Retirement Plan Fee Schedule table above, except, we only retain 85% of the fees. All fees under the URS platform may be negotiable.

Our fees for on-site education may be billed separately in addition to the above fee schedules depending on the number and location for our visits and the frequency of visits. Such fees for our on-site education are not shared with UIA. UIA may also charge a separate, additional fee for a plan enrolled in URS which would not be shared with us.

Fees are billed after the end of the calendar quarter for services performed during the completed quarter. The fee will be based on the account value on the last business day of the preceding quarter or the last day of contractual arrangement and will be due the following business day. We are authorized to invoice the record keeper directly for our fees. The record keeper and/or the custodian do not verify the accuracy of the fee

calculation. All investment management fees are deducted from plan assets, unless otherwise requested by the plan sponsor.

IRA Rollover Considerations

Acropolis may recommend that a client withdraw assets from an employer-based retirement plan (i.e., 401k, 403b, etc.) and roll the assets over to an individual retirement account (IRA) to be managed by Acropolis. Acropolis will typically charge its standard private client management fee to manage the IRA. This presents a potential conflict of interest as Acropolis will charge a management fee that may be higher than expenses charged had the assets remained in the employer's (or former employer's) retirement plan. There may also be other advantages to keeping those assets with the employer's (or former employer's) retirement plan. Clients and prospective clients are encouraged to speak with Acropolis concerning the potential advantages and disadvantages of rolling over retirement plan assets into an IRA.

Consulting Services

Acropolis provides investment advice on a negotiable retainer or monthly fixed fee for certain institutional clients who do not desire ongoing supervisory investment management services. These fees may be negotiable at Acropolis' sole discretion based upon the complexity of the client situation and the level of services and reporting provided. Consulting services may include, but are not limited to, fixed income execution, asset/liability management, cash management and business feasibility studies. Billing for consulting services is generally done at the end of the month for services performed during the completed month.

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

Neither Acropolis nor any of its supervised persons accepts performance-based fees as defined under applicable SEC rules.

Item 7 Types of Clients

We provide investment advisory services to a wide range of clients including:

- Individuals (including trusts and estates)
- Corporations
- Banks
- Pension Plans
- University Endowment funds
- Charitable and Not for Profit Institutions
- Company Sponsored retirement plans (including 401k and 403b plans)
- Multiemployer and other retirement plans for members of labor organizations
- Other pooled investment vehicles (e.g., hedge fund)

Account Minimums. We require a \$1,000,000 minimum account size. Clients introduced to Acropolis through the Schwab Advisor Network™ have a minimum account size of \$500,000. We may reduce or waive such minimums where we think it is appropriate to do so. There is no minimum account size for URS clients.

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

The portfolio decision-making process begins with asset allocation. In general, we seek tax-efficient strategies and securities whenever possible and practicable and seek to keep turnover and the related transaction costs low.

The Investment Committee uses historic long-term commercial and academic data to estimate the risk, return and correlation properties of a variety of asset classes. Various models are then used to create a balanced portfolio with an allocation to stocks and bonds based on the client's situation.

To create the equity allocation, we begin with the MSCI World index and adjust our allocation weights between US and non-US investments to reflect a 'home bias' since our clients are principally US citizens living in the US.

The domestic equity allocation is a combination of large, mid, small and micro-cap allocations. We use various products such as mutual funds and exchange-traded funds (ETFs) to overweight size, value and momentum within our domestic equity allocation. Real Estate Investment Trusts (REITs) are also considered part of our domestic equity allocation.

In large cap, we use metrics by Novy-Marx to also invest in individual stocks that we believe are highly profitable businesses and priced at a discount. Various metrics are used to evaluate business quality such as return on invested capital, debt-to-equity and earnings-to-growth. Various valuation metrics are also used to estimate relative value such as price-earnings and price-book in addition to Morningstar Equity Select Discounted Cash Flow (DCF) models to estimate intrinsic value.

The non-US equity allocation is created using mutual funds and ETFs for developed and emerging markets and the same process is used to overweight size and value overseas.

For the bond allocation, we focus on interest rate sensitivity and credit quality and use mutual funds, ETFs and individual bonds. We evaluate the tax status of each client account to determine whether bonds with specific tax treatments apply (municipal bonds for example) and invest all clients in a diversified portfolio that includes government, mortgage, corporate and global bond exposure.

Investment Risk. Investing in securities of any kind involves a risk of loss. We do not guarantee the future performance of any client's account or any specific level of performance or success of any investment decision, determination or strategy that we may use in the management of a client's account.

Although our asset allocation models are designed to reflect our client's risk tolerance, any investment strategy inherently involves risk. Risks that may have an adverse effect on a client's investments managed by us include the following:

- The success of a client's investment strategy will depend on the management, skill and acumen of the members of our investment team involved in managing the client's account.
- The success of our investment strategy may be significantly and adversely affected by general economic and market conditions, such as interest rates, availability of credit, inflation rates, economic uncertainty, changes in laws, and national and international political circumstances. These factors may affect the level and volatility of securities prices and the liquidity of our client's investments.
- Certain types of investments may be subject to specific risks. For example, bonds may be sensitive to fluctuations in interest rates; CMOs, REMICS and other real estate investments may be subject to risks relating to commercial and residential real estate markets; investments in securities outside the U.S. may be subject to currency exchange rate fluctuations; and equity investments may be subject to volatility in the stock markets.

Item 9 Disciplinary Information

There are no 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.

Item 10 Other Financial Industry Activities and Affiliations

Neither Acropolis nor any of its management persons have any other financial industry activities or affiliations required to be disclosed in this brochure.

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

Acropolis has adopted a Code of Ethics that sets forth high ethical standards of business conduct based on the principle that we and our employees owe a fiduciary duty to clients. In complying with this duty, advisory personnel must avoid activities or interests that might interfere with making decisions in the best interests of clients.

We permit our employees, partners and related persons to engage in personal trading for their own accounts and this includes trading in the same securities as our client accounts. We have policies to prevent a conflict of interest from occurring in these transactions so that our related persons do not compete with clients, or trade in conflict with, or in any way trade securities to the detriment of, our clients. Reports in the form of trade blotters of personal transactions by our employees, partners and related persons are reviewed on a daily basis.

Employees may only execute such transactions for their own accounts at the same time or after all pending orders for client accounts have been executed.

The Code of Ethics includes policies and procedures for the review of employee transactions as well as initial and annual securities holdings reports that must be submitted by our related persons. Among other things, our Code of Ethics requires prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our Code of Ethics also includes oversight, enforcement and recordkeeping provisions. Each person subject to the Code of Ethics is required to report all violations of which such person becomes aware to our Chief Compliance Officer. A copy of our Code of Ethics is available to clients or prospective clients free of charge upon written or oral request to the Chief Compliance Officer at our principal office.

Our employees, partners and related persons may place trades for their own personal accounts that differ from advice given to our clients. We are not obligated to buy, sell or recommend to a client any security or other investment that we may buy, sell or recommend for any other client or for our own accounts.

Transactions in a specific security may not be accomplished for all clients' accounts at the same time or at the same price. In the event that an employee account is participating in an aggregated transaction and there is a partial fill, the employee account, regardless of size, will be the last filled.

Where we believe that a financial interest by our related persons or us in an investment may result in a conflict of interest, we will disclose the nature of the potential conflict of interest to the client in writing before the completion of the investment and will obtain the consent of the client prior to such investment.

Item 12 Brokerage Practices

Brokerage/Custodian Selection. We require all clients to use one of our approved brokerage firms/custodians. All trades of listed stocks are executed online directly with the client's custodian. We do not accept directed brokerage.

Our approved custodians must be able to fulfill all obligations to the client on a competitive basis. When approving a custodian, we consider, among other things, its trade execution capabilities, financial stability, ability to maintain confidentiality, technology and ability to obtain the best price. We do not accept commissions, equipment, products or research service in exchange for suggesting custodians to clients. We strive to have accounts set up at brokerage firms that offer competitive commission schedules for listed stocks and do not direct order flow to firms charging an above market rate in exchange for research or other services. We do, however, participate in programs with each of our approved custodians that offer additional benefits to Acropolis and its clients. See "Additional Benefits" below for more information.

Our clients can choose between two qualified custodians:

- Charles Schwab & Co., Inc., a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC); or
- TD Ameritrade Institutional, a division of TD Ameritrade, Inc., member FINRA/SIPC.

Acropolis has negotiated special bank money market rates through Saints Avenue Bank that may not be available to retail investors. Saints Avenue Bank is unaffiliated with Acropolis. Acropolis receives no revenue if a client chooses to establish an account with Saints Avenue Bank. In addition, two Acropolis Portfolio Managers own shares of stock issued by Saints Avenue Bank in a private placement. This could create a potential conflict of interest when a client is referred to open a money market account with Saints Avenue Bank.

Acropolis also has an agreement with Enterprise Bank and Trust whereby clients can receive money market rates that may not be available to retail investors. Enterprise Bank and Trust is unaffiliated with Acropolis. Acropolis does not receive any additional revenue if a client chooses to establish a money market account with Enterprise Bank and Trust.

Acropolis has a relationship with DPL Financial Partners. DPL Financial Partners provides comprehensive reviews of insurance products that our clients or prospects own. DPL Financial Partners may recommend a new product or a replacement product if warranted. It would be at the client's discretion as to whether the product is purchased or not. Acropolis does not receive any revenue as a result of any product purchase. Acropolis pays DPL Financial Partners an annual subscription fee to provide their services.

Other custodial relationships may be established from time to time to accommodate a client's needs and preferences as in the case of a corporate trustee. Each approved custodian offers services that include custody of securities, trade execution, clearance and settlement of transactions. Even though we may recommend specific custodians, each client should evaluate each custodian to ensure that the custodian selected is best suited for their particular situation.

We may receive client referrals from Schwab and pay compensation for those referrals. See "Client Referrals and Other Compensation" beginning on page 18 for more information.

Other Brokers. Trades other than listed stocks may be executed through a broker other than the client's custodian. With respect to over-the-counter securities, we maintain full discretion on the selection, purchase and sale, and the amount paid for all over-the-counter securities within the guidelines agreed to for each individual client, unless otherwise agreed by both parties. We will also maintain full discretion on the selection of broker/dealers used in the purchase and sale of over-the-counter securities.

For over-the-counter fixed income and non-dollar trades, we have the discretionary authority to pick a broker other than the client's custodian to execute a trade. Clients must qualify for prime brokerage to participate in

these transactions. To qualify for prime brokerage transactions, the client must have and maintain a minimum account value of \$100,000 and sign the appropriate prime brokerage paperwork with the custodian. We use this discretionary authority to trade away from the custodian when purchasing or selling fixed income securities only. It is not used in all cases. Each trade placed at a broker other than the client's selected custodian results in a clearing charge of approximately \$25. We will shop for the best bid and offer on generic products and execute with the best price. For non-generic products, we will shop the market to determine the relative value of securities and will execute based upon the best price and availability.

Additional Benefits. We participate in back office and support programs sponsored by each of our custodians - Schwab Advisor Services (formerly Schwab Institutional) and TD Ameritrade Institutional. We receive some benefits and additional services through our participation in these programs, including trading platforms and data interfaces, which we believe are essential to our service arrangements and capabilities. As part of our fiduciary duties to our clients, we endeavor at all times to put the interests of our clients first. While there is no direct linkage between the investment advice given and participation in these programs, economic benefits are received which would not be received if we did not participate in the programs. This creates a potential conflict of interest and may indirectly influence our choice of custodians for brokerage services.

Schwab Advisor Services. We may recommend that a client establish brokerage accounts with Schwab Advisor Services (formerly Schwab Institutional). Schwab Advisor Services is a business segment of the Charles Schwab Corporation serving independent investment advisers. Charles Schwab & Co., Inc. is a FINRA registered broker-dealer and a member of SIPC. Although we may recommend that clients establish accounts at Schwab, it is the client's decision to custody assets with Schwab. We are independently owned and operated and not affiliated with Schwab.

Schwab provides us with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services are generally available to independent investment advisers on an unsolicited basis, at no charge so long as a total of at least \$10 million of the adviser's client's assets are maintained in accounts at Schwab Advisor Services. These services are not contingent upon Acropolis committing to Schwab any specific amount of business (assets in custody or trading commissions). Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are generally available only to institutional investors or would require a significantly higher minimum initial investment.

For our client's accounts maintained in its custody, Schwab generally does not charge separately for custody services, but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

Schwab Advisor Services also makes available to us other products and services that benefit us but may not directly benefit our client's accounts. Many of these products and services may be used to service all or some substantial number of Acropolis accounts, including accounts not maintained by Schwab. These products and services that assist us in managing and administering clients' accounts include software and other technology

that (1) provide access to client account data (such as trade confirmations and account statements); (2) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (3) provide research, pricing and other market data; (4) facilitate payment of our fees from client accounts; and (5) assist with back-office functions, recordkeeping and client reporting.

Schwab Advisor Services also offers other services intended to help us manage and further develop our business enterprise. These services may include: (1) compliance, legal and business consulting; (2) publications and conferences on practice management and business succession; and (3) access to employee benefits providers, human capital consultants and insurance providers. Schwab may make available, arrange and/or pay third-party vendors for the types of services rendered to us. Schwab Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or part of the fees of a third-party providing these services to us. Schwab Advisor Services may also provide other benefits such as educational events or occasional business entertainment of our personnel.

In evaluating whether to recommend or require that our clients custody their assets at Schwab, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely the nature, cost or quality of custody and brokerage services provided. Clients should be aware, however, that the receipt of economic benefits by us in and of itself creates a potential conflict of interest because we may have an incentive to recommend.

TD Ameritrade Institutional. Acropolis also participates in the TD Ameritrade institutional program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. ("TD Ameritrade") member FINRA/SIPC. TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment advisors services which include custody of securities, trade execution, clearance and settlement of transactions.

Acropolis receives some benefits from TD Ameritrade through its participation in the program. The benefits received by us or our personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. These benefits include the following products and services provided without cost or at a discount: (1) receipt of duplicate statements and confirmations; (2) access to a trading desk serving adviser participants; (3) access to block trading which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts; (4) the ability to have advisory fees deducted directly from client accounts; (5) access to an electronic communications network for client order entry and account information.

Aggregating Trades. We may or may not choose to aggregate orders depending upon the circumstances. Employees may participate in aggregated orders. All non-aggregated trades are executed on a client-by-client basis.

In the event that a security is either added or removed from the approved securities list and an aggregate order is executed because multiple client accounts are affected, each client that participates in an aggregated order

will participate at the average share price for all transactions for clients at each custodian in that security on a given business day. Given that there may be more than one custodian involved, clients may receive different prices based upon the time the order is entered and executed. We will not favor the clients of any given custodians and will enter orders involving multiple custodians on a random basis.

Transaction costs will be shared pro-rata based on each client's participation in the transaction or as assigned by the custodian for each account. We will prepare, before entering an aggregated order, a written statement (Allocation Statement) specifying the participating client accounts and how it intends to allocate the order among those clients. In the event of a partially filled transaction, we will fill the smallest orders first in whole lots to the extent possible in order to minimize client transaction costs. As there are many possible different partial allocation scenarios, it is our objective to allocate in such a manner as to minimize the transaction costs for a given trade taking into consideration the relative size of the trade and impact upon each individual account. In the event that there is a partial fill on an aggregated transaction in which any employee account was included, the employee account, regardless of size, will be the last filled.

Trade Errors. It is Acropolis' policy for clients to be made whole following a trade error. If an investment gain results from the correcting trade, the gain will typically remain in the client account unless it is not permissible to retain the gain or the client decides to forego the gain for a specific reason (i.e., tax reasons). If a gain does not remain in a client account, the custodian may have a policy where any gain above a *de minimis* amount (i.e., \$100) will be donated to charity. A loss will be absorbed by Acropolis or the custodian.

In addition, our policy requires us to review all errors to determine the cause and amend our procedures if necessary, to reduce similar errors.

Item 13 Review of Accounts

Individual Portfolio Reviews. We review portfolios for our individual clients on a continuous basis. We have two levels of performance review. First, securities invested in any clients' portfolios are reviewed continuously by the Investment Committee. Any change in the analyst's opinion with regard to a particular security and its inclusion on the approved list triggers a review of the accounts holding the security by the portfolio manager assigned to those accounts. The portfolio managers will then determine, based on each client's individual situation, whether the security should be added to or removed from the client's portfolio.

Our security analysts monitor for meaningful changes in general market conditions and individual securities held across accounts throughout the trading day. The individual securities may be influenced by press releases, financial reports, analyst and rating agency reports, changes in corporate structure due to debt and equity issuance or the announcement of mergers and acquisitions.

Second, each account is assigned to a Portfolio Manager and a Portfolio Advisor. Together they are responsible for ensuring that the account is invested according to the client's objectives as outlined in the client's Investment Policy Statement. Formal client account reviews are typically performed on a regular basis coordinated with

the end of the quarter results. These reviews may also include a meeting with the client either in person or by telephone to discuss whether or not the client has had any material changes that would warrant a redirection of the client's investment objectives, to discuss possible tax issues and/or to review the past quarter's performance. These reviews may include an analysis of the asset mix, weighting for each category, and a comparison to the stated guidelines for the account. The portfolios will also be reviewed for compliance with asset quality, tax strategy, and diversification and concentration guidelines. Periodic portfolio adjustments may be made to fine tune the asset mix relative to diversification and concentration guidelines based upon the degree of variance from the desired levels.

Acropolis seeks to have an average ratio of no more than 100 clients to one portfolio manager. Portfolio managers will report to the partners of the firm and are directed to act at all times in the sole interest of the client. The portfolio managers and the partners will meet no less than bi-monthly as a group to discuss general market conditions, issues related to specific asset types or securities, and to address general questions and topics that may come up from time to time.

Institutional Portfolio Reviews. We monitor client portfolios for our institutional clients regularly to ensure compliance with the objectives established by the client. Individual bonds are monitored for structural changes due to embedded options, credit quality, press releases, financial reports, analyst and rating agency reports, changes in corporate structure due to debt and equity issuance, or the announcement of mergers and acquisitions.

We maintain a regular dialogue with the institution to coordinate the portfolio with the stated objectives.

The Portfolio Managers and Portfolio Advisor are responsible for performing the reviews. Portfolio reviews are performed on a regular basis coordinated with end of quarter results. Upon performing reviews, the portfolio managers immediately bring any downgrade credit issues to the attention of the partners so appropriate action can be taken on a timely basis. The portfolio managers report to the partners of the firm and are directed to act at all times in the sole interest of the client. The portfolio managers and the partners meet on a bi-monthly basis to discuss general market conditions, issues related to specific asset types or securities and to address general questions and topics that may come up from time to time.

Investment Management Reporting Service. Our individual clients receive quarterly written reports, which include the following:

- ***Asset Allocation:*** A comparison of the client's actual asset allocation to target allocation defined in the client's Investment Policy Statement.
- ***Performance Summary:*** A reconciliation of the account since inception, quarter to date and year to date in dollar terms summarizing all contributions and withdrawals and income net of expenses.

- **Portfolio Statement:** A consolidated report of all of the client's holdings across all taxable and IRA accounts identified by asset class and industry sector.
- **Billing Statement:** A calculation of the asset management fee charged for the quarter.

In addition to the reports we provide, our clients also receive trade confirmations as well as a monthly/quarterly statement from their custodian showing positions and activity including contributions and withdrawals.

Institutional Reporting Service. We provide written reports to institutional clients as agreed upon and can vary based on each client's individual needs.

Item 14 Client Referrals and Other Compensation

Acropolis does not prepare tax returns or legal documents for clients. We emphasize a “team approach” when providing investment advisory services to our clients. If requested by a client, or if Acropolis believes legal, accounting, or risk management services are required and in the best interests of a client’s financial plan, we will recommend an independent attorney, accountant, or insurance agency based on the client’s individual needs. With the exception of the solicitor arrangements noted below, Acropolis does not pay other professionals for client referrals. However, Acropolis may be perceived to have a conflict of interest in making these recommendations because it may receive referrals from professionals that it has recommended to clients.

Schwab Advisor Network. We receive client referrals from Schwab through our participation in the Schwab Advisor Network™ (the "Service"). The Service is designed to help investors find an independent investment advisor. Schwab is a broker-dealer independent of and unaffiliated with Acropolis. Schwab does not supervise us and has no responsibility for our management of client portfolios, advice or services. We pay Schwab fees to receive client referrals through the Service. Our participation in the Service may raise potential conflicts of interest described below.

We pay Schwab a Participation Fee on all referred clients' accounts that are maintained in custody at Schwab. Depending on when the referral became a client, the Participation Fee we pay may equal a percentage of the value of the assets in the client's account or a percentage of management fees we collect. We pay Schwab the Participation Fee as long as the client remains at Acropolis. Schwab bills Acropolis or deducts fees collected for the Participation Fee quarterly. Schwab may increase, decrease or waive the Participation Fee from time to time.

We pay the Participation Fee, not the client. We do not charge clients referred through the Service fees or costs greater than the fees or costs we charge other clients with similar portfolios.

We may pay Schwab a Non-Schwab Custody Fee if custody of a referred client's account is not maintained by, or if assets in the account are transferred to, another custodian. This fee does not apply if the client was solely responsible for the decision not to maintain custody at Schwab. The Non-Schwab Custody Fee is a one-time

payment equal to a percentage of the assets placed with a custodian other than Schwab. The Non-Schwab Custody Fee is greater than the participation fee since it is a one-time fee. Thus, we would have an incentive to recommend that clients referred through the Network remain at Schwab.

Ullico Investment Advisors. Acropolis Investment Management has entered into a solicitor arrangement with UIA whereby Acropolis will pay UIA a referral fee equal to a percentage of fees Acropolis collects from clients who are referred by UIA under this arrangement. Acropolis pays the referral fees, not the client. We do not charge clients referred through the arrangement fees or costs greater than the fees or costs we charge other clients with similar portfolios.

Other Solicitor Arrangements. We may adopt one or more incentive plans which provide for cash payments to our employees who develop and/or refer new business to us. These referral programs and incentives will not change the fees any client pays for advisory services.

Item 15 Custody

Acropolis is deemed to have custody of certain client funds and securities within the meaning of Rule 206(4)-2 of the Advisers Act. All client assets are held with custodians who are "qualified custodians" under applicable SEC rules. See "Brokerage Practices – Brokerage/Custodian Selection" beginning on page 12 for more information about our approved custodians.

Each custodian provides monthly account statements directly to their clients. These statements report all activity in the account and the balance of the account at the end of each month. Clients should carefully review those statements.

On a quarterly basis, Acropolis will issue reports to clients illustrating the performance of their accounts. Clients are contacted periodically to discuss the reports and review their objectives and situation for any adjustments or changes. We urge clients to compare their account statements from their custodian with those they receive from Acropolis.

Unless we agree otherwise with a client, the client authorizes us to deduct any fees when due from the assets held in the client's accounts. In the event that we have agreed with a client to bill the client directly but the client fails to pay the invoice within 30 days of the date of the invoice, the client authorizes us to debit our fees from the client's account.

SEC registered investment advisors that are deemed to have custody must obtain an annual surprise examination of client assets by an independent registered public accountant. Acropolis has engaged the St. Louis firm Brown Smith Wallace, LLC to complete this examination. At the completion of the exam, Brown Smith Wallace will file a report with the SEC attesting to Acropolis' compliance with the regulatory requirements of Custody.

Item 16 Investment Discretion

Clients generally agree to grant us full trading discretion. If a client grants us such trading discretion, that authority is granted through the client agreement as well as a limited power of attorney through their custodian. We will then have the authority and ability to determine asset selection, pricing, and timing of purchases and sales without prior approval from the client. This includes the authority to direct the investment and reinvestment of any and all assets in client accounts in any type of security or any type of program as deemed to be appropriate by us and not prohibited under the client's Investment Policy Statement to achieve the stated goals of the client. This also includes the authority to vote client proxies.

Item 17 Voting Client Securities

We provide all clients with a summary of our proxy voting policies and procedures. We only exercise proxy-voting discretion over client securities in the instances where clients give us discretionary authority to vote on their behalf.

Acropolis has engaged Glass, Lewis & Co., LLC as an independent third-party proxy advisory service to provide proxy voting recommendations based on its internal guidelines. We vote client shares primarily in conformity with Glass, Lewis & Co., LLC recommendations. We may vote client shares inconsistent with Glass Lewis recommendations if we believe it is in the best economic interest of our clients and such a vote was not influenced by, and did not result from, a conflict of interest. Acropolis has also engaged ProxyEdge, an electronic voting platform provided by Broadridge Financial Solutions, Inc., to vote client shares and handle the administrative aspects of proxy voting.

Proxies will typically be voted based on the following guidelines: (a) for management proposals on routine matters, we will typically vote in accordance with managements' recommendation, unless we believe the recommendation is not in the best interest of the client; (b) for management proposals on non-routine matters, we will typically vote on a case by case basis in a manner consistent with what we believe is in the client's best interest; and (c) for shareholder proposals, we will typically vote against those that would not increase shareholder value, mitigate risk or enhance shareholder rights.

Clients may direct that their proxies be voted in a specific manner by providing notification to Acropolis Investment Management. If received timely and to the extent possible, Acropolis will vote a client's proxy in accordance with their request, even if the vote would be inconsistent with Glass, Lewis & Co., LLC recommendations.

Acropolis Investment Management will identify any conflicts that exist between the interests of the adviser and the client by reviewing the relationship of Acropolis Investment Management with the issuer of each security to determine if Acropolis Investment Management or any of its employees has any financial, business or personal relationship with the issuer. If a conflict of interest exists, Acropolis will vote in conformity with Glass Lewis.

Clients and prospective clients may contact us to obtain a copy of the firm's proxy voting policy, including specific examples of voting guidelines for the types of proposals that are frequently presented.

Item 18 Financial Information

We are not aware of any financial condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.